

## PRESS RELEASE

### R-M AUTOMOTIVE REFINISH

March 13, 2017

## Paint systems from R M® set the right tone for design concepts for electric vehicles

- Close cooperation between R-M and Covestro
- Innovative design concept for electric vehicles on display at the European Coatings Show

Covestro, the manufacturer of high-tech polymer materials for the automotive and other industries, has already presented an innovative concept for electric cars that incorporates the latest trends in external design at the K 2016 plastics trade fair. The concept car will also occupy pride of place at the Covestro stand at the European Coatings Show 2017 from April 4 to 6 in Nuremberg. An eye-catching presence is ensured by a specially developed paint formulation based on the color and design expertise of BASF's Coatings division and its premium R-M brand. The formulation incorporates the ONYX HD waterborne paint from R-M.

The innovativeness and technical refinement of this vehicle concept is underlined by the exclusive 'Verbosian Orange' color tone. "The effect of the color orange is to draw the attention and create a sense of presence. At the same time, the color is warm and passionate, expressing the energy theme. To create a special optical effect, we have used a metallic luminous orange, which ideally harmonizes with the black and anthracite gray accessories and really grabs the attention," is how Mark Gutjahr, head of Automotive Color Design Europe at BASF, describes the effect of the basecoat. The paint system fulfills all requirements with respect to sustainability, efficiency and performance and is comparable with modern polyurethane production line paints. The pigmented waterborne coating is protected by a transparent clearcoat based on polyurethane precursor materials from Covestro. This rapidly hardens even at low temperatures, creates optimum paint adhesion and – thanks to the low viscosity – ensures excellent flow properties. The finished coating polishes up well and offers a high gloss. "It underlines the total effect of the concept car," says Marc Schreiber, Marketing manager for refinish paints at Covestro.



Perfection made simple



The developments implemented in the design concept open up new approaches for the attractive design of comfortable, functional and energy-efficient cars. The focus is on lightweight designs using plastics. The use of these materials increases the range of electric cars and reduces the fuel consumption and CO<sub>2</sub> emissions of gasoline-powered vehicles. However, this places new demands on the paintwork which the worldwide design team of BASF's Coatings division addressed in its annual Automotive Color Trends publication. The collection includes 65 new trend colors for the automotive industry and reflects both global and regional trends. Thus the multifaceted relationship between the virtual and real worlds plays a key role in global trends right now and is expressed in the varied color palettes for cars. Artificial metallic blue, silver and white tones, for example, reflect the trend to digitalization of the world of work. The next issue of Automotive Color Trends will be presented to car makers at exclusive color shows in summer 2017.

The concept car form Covestro can be seen from April 4 to 6 at the European Coatings Show 2017 in Nuremberg, Hall 4A, Stand 528.

## **R-M: Perfection made simple**

### **R-M Automotive Refinish Paints: an important part of BASF's Coatings Division**

Under the R-M brand, BASF markets a comprehensive range of automotive refinishing paint systems, focusing on eco-efficient waterborne basecoats and high-solids paints. By using these systems all legal solvent-reduction requirements can be complied with anywhere in the world, and with regard to appearance and resistance, the products meet the same quality standards as solvent-borne paints. In this area, the company offers a wide variety of services to support its customers. R-M Automotive Refinish Paints is approved by most of the leading car manufacturers for aftermarket repair and chosen by the world's most prestigious car companies for its color expertise.

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