

PRESS RELEASE
R-M Automotive Refinish
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**R-M® ENSURES PERFECT REPAIR OF MAZDA'S COLOR
SOUL RED CRYSTAL**

R-M's waterborne paint line ONYX HD offers the perfect repair solution for its customers to repair the new Soul Red Crystal color that Mazda Motor Corporation launched with the all-new CX-5 model. For this premiere, R-M, premium paint brand of BASF, is now received the quality confirmation as supplier for paint repairs on this new Red. The confirmation enables R-M to support Mazda dealers and its network of partnered bodyshops with valuable and efficient solution of premium products, color competence, services and trainings.

R-M, a premium brand of BASF, is the automotive refinish paint brand to operate globally that offers to Mazda for waterborne technology in the automotive refinish industry. "Mazda and R-M have a long-standing relationship both in Japan and globally," said Oliver Birk, Director Key Account Management Europe at BASF Automotive Refinish Coatings Division: "This has been built on R-M's ability to consistently deliver high-quality product, technical support, strong process application and color development knowledge to Mazda." R-M puts its customers' requirements first and supports all Mazda dealers that will have to repair the Soul Red Crystal on the all-new CX-5, by providing first class premium products and training to repair this tri-coat color launch by Mazda Motors. A video on the repair process is available on www.youtube.com/rmpaint



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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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