

PRESS INFORMATION R-M Automotive Refinish – March 2013

R-M® IN TOUCH!

R-M REINFORCES ITS PRESENCE ON THE WEB, WITH MOBILE APPS, SOCIAL NETWORKS AND VIDEO SHARING.

The new technologies available via new media – web, mobile applications, social networks and YouTube — offer great prospects for enriching information and services as well as communicating in a more modern and user-friendly way. As a premium brand, R-M keeps innovating to develop its presence in all these sectors and thereby reinforce its relations with its customers:

- *a new “Library” functionality and a new website featuring three new “Country” sites ;*
- *a mobile Color Explorer Online application for smartphones and tablets, as well as a new mobile website;*
- *growing popularity of its presence on Facebook and YouTube.*

rmpaint.com: always closer to its customers

A new "Library" functionality

A new "Library" functionality which is very practical was just put online for each language version. From this library, “Product”, “Colour”, “Programmes For Success” and “Training Programmes” literature, or more general brand brochures can be downloaded.

Three new “Country” sites

More than a year ago, R-M's new website went online, developed to enable each country to manage and update its own specific content. To meet the needs of the different markets, each country can now choose which products or services it would like to promote, provide information in the “News” column, highlight its partnerships or customer testimonials — and all of this, if necessary, in several languages if the country is multilingual.

Recently, two new countries have joined the new “Country” sites: Denmark and Sweden, and the previously existing Japanese version was updated to comply with the new graphic charter. R-M now offers 17 “Country” sites to be even closer to its customers around the world. For countries that do not have their own website yet, an “international” version in English still provides access to general information.

Mobility: www.rmpaint.com - in your pocket!

On a worldwide basis, more mobile peripheral devices than computers are now being sold... Because smartphones and tablets are becoming daily tools and are such a success with users, R-M is developing new versions of its colour search tool and its website, specially designed for these new media.

Mobile Color Explorer Online: simple, legible, comprehensive and effective.

The Color Explorer Online application is used by R-M bodyshop technicians worldwide to search for colour formulas, they connect regularly to the internet and in this way can find the most appropriate formula for their repair work very quickly.

R-M went even further and launched its new mobile Color Explorer Online application for smartphones and tablets — which can be downloaded free of charge from the AppStore or from the Google Playstore.

Check it out by typing “R-M color explorer” in the corresponding searching field of the stores.

New R-M mobile website available in everyone’s pocket...

All users can now consult the concise and optimised R-M mobile website from their smartphone or tablet for new tools that are the subject of ongoing improvements.

Check it out on <http://mobile.rmpaint.com>

Social networks and YouTube: here's to sharing!

Why miss out on it? On its **Facebook** page, R-M is always active and its fan base is on the rise among new-generation bodyshop technicians and management alike, who are enthusiasts of the new social networks.

Check it out on www.facebook.com/rmpaint

They also like the almost "live" experience of R-M events put on line on the indispensable **YouTube**. Among the important dates for 2013 are; the new Refinish Competence Center inauguration in June 2013 and the R-M Best Painter Contest in October 2013.

Check it out on www.youtube.com/rmpaint

A brand of

 **BASF**
The Chemical Company

Perfection made simple



R-M Automotive Refinish Paints: an important part of BASF Coatings

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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