

## PRESS INFORMATION

R-M Automotive Refinish – November 2013

### **R-M<sup>®</sup> SECURES GLOBAL VOLKSWAGEN TRAINING AGREEMENT**

R-M<sup>®</sup> Automotive Refinish Paints, brand of BASF, has signed a ground breaking global training agreement with Volkswagen, developed specifically to promote the highest standards of automotive refinishing techniques and technology, for Volkswagen Importers and approved bodyshops worldwide.

The agreement will see the Volkswagen Academy working closely with R-M's global and national trainers to co-ordinate training utilising the network of Refinish Competence Centers and training centers in countries throughout the world. The trainings will be made available for painters too on a local level in cooperation with the Volkswagen importers.

Arjan Klijn, BASF's Key Account Manager for Volkswagen said: "This exciting new co-operation brings together the aftersales trainers and warranty specialists with R-M's highly qualified and experienced training team in a drive to develop the skills of Volkswagen staff through 140 VW importers".

The programme brings together the premium brands, R-M and Volkswagen, in the dual branded certification and training passport stickers as well as the training documentation, covering all aspects of automotive refinish training including paint processes and Volkswagen specific repair methods.

Arjan Klijn went on to say "R-M has built an outstanding reputation for innovation both in its own paint technology as well as its unique and effective approach to training and there is no doubt that this new co-operation will benefit Volkswagen bodyshops throughout the world".

## 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.

### For all further information, please contact:

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