

PRESS INFORMATION

R-M Automotive Refinish

March 2016

R-M® AND JAGUAR LAND ROVER DRIVE A DYNAMIC GLOBAL PARTNERSHIP

R-M Automotive Refinish and Jaguar Land Rover have achieved outstanding results at the Global Sales conference in Dubai in May 2015. Following this success of R-M's support to the Jaguar Land Rover Body & Paint Program in the Middle East and North Africa, R-M is now extending the program to Jaguar Land Rover body shops worldwide.

As R-M Automotive Refinish bases its entire philosophy on being a caring business partner, the R-M team is working closely with key Jaguar Land Rover executives across the globe. Following the successful implementation in Middle East and North Africa, R-M and Jaguar Land Rover continue to strengthen their support to the body shop network in Europe and other countries and regions. In Singapore an agreement between R-M and Jaguar Land Rover is about to sign as well as actively developed in Asia Pacific.

BASF's Global Key Account Manager for Jaguar Land Rover, Arjan Klijn, said: "Customer retention was key to Jaguar Land Rovers' growth in the Middle East and North Africa region and so will be for all regions. We want to ensure maximum customer satisfaction with R-M's high standards of repair quality worldwide by implementing our global blueprint for paint and body at Jaguar Land Rover."

Jaguar Land Rover certified body shops are subject to R-M's blueprint and undergo a comprehensive six stage program designed to maximize performance, efficiency and productivity, which is essential to development of the repairer network.



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Press Release

The first step is to ensure the body shop is running at maximum efficiency whilst maintaining the quality demanded by Jaguar Land Rover customers. R-M's Topscan Audit achieves a fast, accurate analysis and creates a program of significant improvements.

R-M's comprehensive training program, which includes the implementation waterborne automotive refinish paint technology through R-M ONYX HD, covers all grades of operative from apprentice to expert as well as Management Seminars. R-M's product portfolio ensures that the painters are fully equipped to maintain optimum efficiency and repair quality. Also included with the R-M blueprint is a full range of value added services designed to maximize the performance and profitability of the Jaguar Land Rover approved body shops, together with Key Performance Indicators analysis.

R-M's commitment to being a caring business partner extends beyond just paint and body by playing an important role in developing all aspects of the Jaguar Land Rover network worldwide throughout world.

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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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