



**PRESS RELEASE R-M Automotive Refinish – January 29, 2010**

**R-M, BASF Coating's, pioneering paint brand is to hold the "Best Painter Competition" - International Painting Championship**

**In Search of the Best**

Who is Europe's best painter? R-M, BASF Coating's pioneering paint brand, is to hold the 2010 "R-M Best Painter Competition" in Clermont, France. From 7<sup>th</sup> to 10<sup>th</sup> September 2010, participants from Europe and Asia will pit their skills in the city's Refinish Competence Centre, a modern training facility. In the coming weeks and months, up to 17 painters aged 30 or under will take part in national qualifying rounds for the final in Clermont. 50 media partners from all participating countries, and R-M's valued supporters of the competition including SATA, DeVilbiss, 3M and EMM Colad, among others, will be in attendance. Nobuhiro Nagatsuka from Honda Body Service Tochigi in Japan has already secured his passage to France following the Japanese qualifying round held in December 2009. The last Best Painter Competition, held in 2007 was won by Russia's Gregory Chernenok.

The 2010 competition will not only be a showcase for outstanding painting skills and upcoming talent from within R-M's markets, but also R-M's own high technology and ease of application will be put to the test which promises long-term profits for today's bodyshops. R-M has been developing upcoming talent for years and stresses that the experience goes way beyond mere product use and profitability. The vision should extend "beyond the spray gun" and communicate passion for the trade and its

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concepts to the wider market. R-M's CARIZZMA will therefore be a centerpiece of the September event. The first VOC-compliant individual custom paint range on the European market, it offers R-M's young painters a niche market in meeting client requirements, given the fashion for customisation sweeping the car industry.

**Web Site R-M :** [www.rmpaint.com](http://www.rmpaint.com)

**CARIZZMA by R-M Website** [www.carizzma.com](http://www.carizzma.com)

### **R-M Automotive Refinish : 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 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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