



New Partnership Agreement R-M® provides Jaguar Land Rover with training and consultancy

Creating innovative solutions in close cooperation with its customers is in the DNA of R-M, one of BASF's premium refinish paint brands. A new partnership agreement with Jaguar Land Rover (JLR) Europe gives proof of this ability. In May, JLR's European headquarters signed a long-term cooperation agreement with R-M, that far exceeds the industry standard. BASF is thus JLR's preferred paint partner, which means that they not only supply the refinish products and color-matching systems, but effective immediately, will also provide dedicated Programme Managers via its chosen service providers, Outsorc and Auto Skills International, to develop and implement JLR's Global Body & Paint Programme in Europe.

JLR's key reason for selecting R-M is the Europe-wide comprehensive support the brand guarantees. This includes the premium paint and non-paint products globally approved by Jaguar Land Rover that body shops can use to perform damage repair productively – and to the highest standard. But what most convinced JLR was the comprehensive "Programmes for Success" portfolio, which includes training and various tools for body shop and business development.

Oliver Birk, Director BASF Global Key Account Management Automotive Refinish, explains: "Jaguar Land Rover and BASF are committed to helping and developing their business partners. The European Body & Paint Programme will offer a balanced approach, taking care first and foremost of body shop business infrastructure (facility planning, tooling, technical compliance, for example). R-M experts, together with the JLR Programme Managers provided by Outsorc and Auto Skills International, will support body shops to be more profitable. With our consultative "Programmes for Success" portfolio, we will look at productivity, performance monitoring and business development and provide the appropriate tools, individual advice and action plans to improve body shop operations and grow commercial opportunities!"

Thanks to their innovative partnership, R-M and JLR Europe, are ensuring that a uniformly high international standard is reached that guarantees the highest repair quality and most productive processes in the European JLR body shop networks.

Please find appropriate photos attached.

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

Under the R-M brand, BASF markets a comprehensive range of paint systems for vehicle refinishing. Special focus is given to ecologically efficient water-based paints and high-solid 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.

Press release
Automotive Refinish Paints
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Perfection
made simple



A brand of BASF – We create chemistry

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