

# interstandox 77

the world of vehicle refinishes GB



## 60 years of innovation

Standex celebrates a special birthday

## The painter who came in from the cold

Refinishing beyond the Arctic Circle

## Online and intelligent

The networked car



1955 saw the production of the first Standox paint in Wuppertal, Germany. Today, Standox is a globally successful premium brand that stands for high quality. A journey through 60 years of innovation. *Page 4*

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**Im print**

Interstandox  
The world of vehicle refinishes  
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**Published:** by the  
Interstandox Editorial Board  
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**Images:**  
Sergey Goryachev/shutterstock.com (p.4, bottom left),  
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Wikipedia/LtPwers (p.12/13 bottom),  
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People who live in Narya-Mar, Russia, have to be tough. In winter, temperatures can drop below -40°C. Refinishers in Konstantin Klimov's bodyshop have to cope with extreme conditions. *Page 12*



The cars of the future will not only be linked to the Internet, but also will communicate with their surroundings. Expert Professor Dr. Willi Diez explains what this means for the refinish industry. *Page 15*



# 60 Years of innovation „Made in Germany“

In 1955, when the Standox brand was founded in Wuppertal, Germany, the best-selling car in Germany was the VW Beetle. Today, it is the VW Golf. So not that much has changed. Or has it?

Nowadays, we drive vehicles that are safer than ever before. And that progress continues. Mercedes Benz, one of the most important strategic partners for Standox, leads the way in the development of self-drive cars. Does that mean we will in future simply sit in our cars and be driven around by networked systems?

My guess is that this brave new world will keep us waiting a little while longer. Automatic parking and driving through town without any intervention whatsoever are still two quite different things, particularly from a legal perspective. And there are many countries whose traffic infrastructures will render automatic driving impossible for a very long time. Regardless, drivers must be willing to relinquish vehicle guidance responsibility.

Sixty years ago a discussion along these lines would have seemed like science fiction, but the technologies that have since been developed in our industry have significantly changed our world. Standox has had a not inconsiderable role to play in this. When Standohyd was launched as a waterborne basecoat system 20 years ago, the entire automotive industry was struggling with the pitfalls of technology. We have now come so far that we have turned Standohyd into Standohyd Plus. Thanks to continuous improvements, the system we developed 20 years ago is still so good that it can be said to be the VW of basecoats. It's just not the Beetle anymore, but the Golf.

And to ensure that we will be working with top quality technology in years to come, in 2010 we launched Standoblue as the basecoat system of the future. Since then, refinishers around the world swear by this new technology that can bring improved efficiency to the refinish process.

Standox has helped to shape the industry over the last 60 years with pioneering new products and services. I am confident that both you as a bodyshop and us at Standox will continue to be successful with Standox products. Why? Because our innovations have repeatedly proved that the name Standox keeps its promises.

Yours



Olaf Adamek



Olaf Adamek,  
EMEA Brand Manager Standox



# 60 Years of Innovation



The first Standox paint production in Wuppertal was in 1955. Since then, the brand has evolved continuously in close contact with its customers. Today, with a comprehensive range of consulting and support services, Standox is a successful premium brand whose name is synonymous with high quality.



When the first Standox paint came onto the market in 1955, it was a great success. Since then, two things have remained the same: the brand name and the brand's origin in Wuppertal, Germany. But in the 60 years since it was launched, Standox has consistently brought innovations in paint production to the market.

This professionalism has made Standox into one of the leading refinish paint brands in the world. Today, it not only supplies modern, environmentally-responsible paint systems, but also a comprehensive range of services.

The company started by Dr. Kurt Herberts that first developed the innovative paint, gave it a name which combines two words: "Stand" from Standoil, a derivative of refined linseed oil, which is a raw material in the paint's production, and "ox" from oxidative to signify drying. By the 1950s, Standox paint had already turned into a refinish product range. Its success was down to the good colour matching of the refinish paints with the OEM colours. The slogan Standox true to the original became the brand's signature. Another reason for the brand's success at the time was its close cooperation with customers.

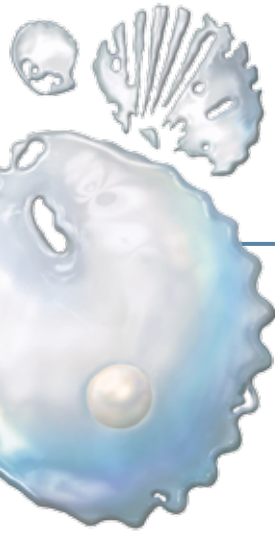
**1960**  
*In a Hamburg strip club called Indra, a band called The Beatles plays for the first time.*

*All Standox packaging is converted to the standard, pale-blue bow-tie which remains the brand logo to the present day.*

**1971**  
*Mercedes launches the 350 SL (Series 107).*

*Refinish seminars begin as a first step in the Standox consulting and qualification services.*





Over time, paints became increasingly sophisticated, containing metallic, pearlescent and matt effects. Standox developed the corresponding refinish solutions.

This relationship between sales partners and bodyshops, which is still a pillar of the brand's philosophy today, secured its growing market share right from the start. And by 1960, the Standox logo, in its now-familiar design, began to be used on the pale blue bow tie background.

**Support for new challenges**

As the automotive industry flourished, the range of colours grew. Paints became ever-more sophisticated, containing metallic, pearlescent and matt effects. Increasingly, car models were launched with specially created colours. At the same time, the expectations of car buyers grew. For refinishers this meant new challenges when it came to repairing cars. But, they could rely on their partner. Standox continuously developed materials and processes that allowed them to repair even complicated paints reliably.

To help them further, Standox specialists provided refinishers with new means for colour management: from the Standox

Color Boxes and the Standwin colour search programme, to the Genius and Genius iQ electronic spectrophotometers, and most recently the Daisy Wheel automated dosing system, which mixes paints accurately down to the last gram.



High-tech in the mixing room: the Daisy Wheel dosing system.

**Pioneering product innovations**

Over its 60-year history, Standox has launched materials in line with market needs. The metallic two coat paint (1968) made it possible to create new colours, One Visit Application (1992) simplified many refinish work steps, Exclusive Line (1995) enabled refinishers to achieve unique colour nuances, the Standoflash UV technology sped up small repairs and the Standofleet paint system for commercial vehicles (2003) set new standards.

In the mid 1990s the brand achieved a breakthrough with environmentally-responsible products: the waterborne paint systems, which only contained a minimal amount of solvents.

1972  
The musicians who later call themselves ABBA record their first joint single: People Need Love.

Standox launches the extremely robust Standocryl refinish paint.

1994  
In South Africa, Nelson Mandela is elected president.

Standohyd is launched as the first waterborne basecoat by Standox, available from 2014 onwards as Standohyd Plus.







*Thanks to on-going research and development, Standox innovations since 1955 have helped paintshops and bodyshops around the world advance.*

The Standox waterborne system, Standohyd, is still one of the most successful basecoat systems on the market. In 2014, it was made available as Standohyd Plus in a new design and with improved product characteristics. Standoblue, the Standox flagship brand, was a breakthrough in cutting-edge technology. Since 2010, the globally successful basecoat systems have been used by more than 2,000 bodyshops around the world.

**More than paint**

Early on, Standox recognised that it was not enough to just offer good products. Right from the start it offered bodyshops refinish seminars that led to qualifications. In the 1980s, Standox opened a training centre and since the end of the 1990s, Standox specialists have run seminars and training courses for refinishers and bodyshop owners in the modern Standox Information Centre in Wuppertal, Germany. Today, similar qualification centres operate in more than 40 locations.

Standox customers can also make use of consulting services for nearly all questions relating to business administration, management and marketing. Standox Consulting offers a comprehensive range of support services including, energy efficiency advice or technical business consulting to optimise work processes.

**Export hit Made in Germany**

The Made in Germany know-how has become a runaway export success. And from its site in Wuppertal, Germany, Standox

has been supplying quality products to the rest of the world for decades. Standox initially found partners in Europe. One of the first partners was the André Koch AG in Switzerland in 1955. Later in the 1950s, Standox was also present in Austria, Belgium, Luxembourg, the Netherlands and Scandinavia. Other European countries followed. Since the mid 1980s, Standox is also represented in South East Asia: in 1989, an office was opened in Singapore. The brand's entry into the US market also dates back 1989 and then, in 1991, American Standox was founded as a joint venture with Sherwin Williams. And Standox continues to grow, recently launching in the Argentina.

Now, Standox is represented in 80 countries around the world under the Axalta Coating Systems umbrella. Two thousand employees work at the brand headquarters in Wuppertal, which is the largest of Axalta's 35 global production sites. The production facilities for waterborne paints are currently being expanded after major investment. Standox does not stand still, so a 60-year history of brand innovations is set to continue.

2010  
Aged 23, Sebastian Vettel becomes the youngest Formula 1 World Champion of all times.

*Launch of Standoblue – one of the most successful basecoat systems on the market.*



2014  
The Rosetta space probe is the first spacecraft to land on a comet.

*The Standocryl VOC-Xtreme clear coat sets new drying standards.*





## „We are proud of the expansion“

Since its launch, the waterborne paint from Standox has been produced where the brand was founded in 1955 – in Wuppertal, Germany. Now the production capacity of the Wuppertal site is being expanded. The construction of a new, ultra-modern waterborne plant has just begun. Wuppertal is the centre of the Axalta Coating Systems' waterborne development in Europe, the Middle East and Africa. Norbert Weckes, Wuppertal plant manager, explains the project.

**interstandox:** What does the investment in the Wuppertal site signify?

**Norbert Weckes:** It strengthens the site enormously and shows that Axalta believes that the Standox brand will continue to evolve successfully in future.

**interstandox:** How will production change in the new building?

**Norbert Weckes:** The new facility, which will be right next to the existing waterborne plant, will group production of all waterborne products into one place. That will result in a whole range of synergies. Amongst others, it means we can eliminate internal transport routes and steps in the cleaning procedure.

**interstandox:** What is the most exciting thing about the new facility for you?

**Norbert Weckes:** Honestly, what I find fascinating is that customers in the bodyshops won't notice that anything has changed behind the scenes. And yet the new facility will completely alter some processes. For example, we will have new filling lines for smaller tins. The output from the modern facility will be much faster and we will be able to manage several things at once. Tins and labels, for instance, will

automatically be loaded. For all of us in production that is a big change, and a tremendous relief. But, at the end of the day, refinishers in their bodyshops will still hold the same product in its usual packaging in their hands and will think nothing has changed.

**interstandox:** Looking back on 60 years of production, what might have been the most significant milestones?

**Norbert Weckes:** Paint production has changed a great deal over the last 60 years, most especially in relation to environmental and health protection. Unlike in the past, most products today are manufactured in closed systems, for example. That provides greater safety, particularly for our colleagues in production. Axalta takes its environmental stewardship seriously, in research and development, and with its products and brands, including Standox. Take for example the introduction of waterborne paint systems. Environmental responsibility plays a big role. A lot has already been achieved by using water as a solvent – to the benefit of the environment, but also to the benefit of refinishers and our colleagues in production.

**interstandox:** How do employees view developments in production?

**Norbert Weckes:** They are all proud that this investment was made at our site. The bond between employees and Wuppertal is very strong. I know several sites and only came to Wuppertal a few years ago. I have always experienced a very high level of motivation here.

## Focus on the Middle East and North Africa

In June 2014, refinishers, technicians, product managers and managing directors from bodyshops in 13 countries across North Africa and the Middle East came together in Istanbul, Turkey, for the first time to take part in a joint technical conference held by Standox.

The conference, organised by Standox Training Management, was designed

specifically to address the needs and requirements of refinishers and bodyshops from these regions.

In one of the world's most modern training centres, participants were shown the latest products as well as improved application techniques and faster refinish methods to help make processes in the bodyshop more efficient.

The team, including Stephen Naylor, head of Standox Training Management, also presented new products, such as the new Standox VOC-Nonstop Primer Surfacer, and gave participants the opportunity to test things extensively.



## New Website

More interactive, clearer and more informative: the new Standox website has been completely re-designed and loaded with new features. A simplified navigation structure, a greater range of information and a contemporary design make the website particularly user-friendly. Information of particular interest to site visitors is quickly accessible, including online colour search, technical and safety data sheets, as well as catalogues, magazines and brochures. Whether accessed from a smartphone, tablet or PC, the website aims to always offer an enjoyable browsing experience.



[www.standox.com](http://www.standox.com)

## Successful Standox launch in Argentina

Standox know-how and products are real hits outside of Germany. From Japan to Italy, and Finland to South Africa – around the world refinishers work with Standox. Now Argentina can be added to the list. Recently, the Standox brand was officially launched there. During the launch event, the Standox Argentina team presented products to selected bodyshops. “They were very impressed by the live demonstrations. The starting whistle has blown, and our first event was very

successful,” says Agustín Paris, Axalta Southern Cone Market Segment Manager, responsible for Standox. “The Argentinian market is a very exciting addition for us, and are very motivated. We are delighted that we have finally been able to launch Standox here.”







# Clearcoat additive in small tins

Required rarely, and then only in small quantities, additives for tinting clearcoats are nonetheless indispensable. It is impossible to replicate the depth of colours certain special car paints have, without using tinted clearcoats in the refinish process. Standox now offers seven different clearcoat additives – Magenta, Red, Maroon, Pale Red, Transparent Red, Blue and Brilliant Red – in economical 100ml tins instead of the larger 500ml containers. They are a smart solution, as the smaller containers cut product investment and are particularly easy to use. And they only need to be shaken briefly before use. The smaller container size can also lead to a reduction in left-over materials and waste.

## Anniversary

In the early 1950s a young employee working in the sales department of Wuppertal paint manufacturer Herberts had an idea for a range of refinish products. Nothing like this has previously existed in the company and some of his superiors were sceptical. But the idea was nonetheless implemented and Standox was launched in 1955. That was the beginning of a success story.

Over the following decades, Standox provided its markets and the industry in general with an important impetus in the form of new ideas and developments, particularly from a technological standpoint. In this its anniversary year, Standox



recalls these innovations over a series of articles that reflects on some of the most important milestones. A new story will be published every month on [www.standox.com/60](http://www.standox.com/60) together with photos, films and more.



## bodyshop management

# Standox Webshop now online

Countries in which bodyshops can order products directly from the Standox depot are in for a change. The new Standox Webshop will soon make it possible to buy products quickly and easily via the Internet, round the clock, seven days a week. Customers can not only enter their orders, but also can find out when they will be delivered. In addition, comprehensive information about the products is available, including technical and safety data sheets and special application tips. What makes the Webshop particularly easy to use is that all orders are stored and can simply be placed again, saving time, especially for standard orders of consumables. But the Webshop will never replace personal contact. The Standox customer service will continue to be on hand for all bodyshops.



## Train-the-Trainer Concept

# For superior consulting quality from the South Africa to Norway

Does everything in your business always run smoothly? Are all your work processes aligned perfectly? Is your efficiency so high that you don't need to improve it? The reality of working life in most bodyshops looks very different to the ideal. Many owners know that their businesses could be doing better, but it is not always easy to spot exactly where the problems lie. But an external consultant who can take a professional look at the work processes is worth his weight in gold.

*Even experienced professionals can learn something new in the Train the Trainer seminar. Standex Consulting adviser from around the world are trained in order to provide optimal support to Standex bodyshops.*



There are increasingly tense market conditions in our region. Lease operators and insurance companies are putting in place control systems for repair and service quality. Accident rates are dropping and competition is becoming fiercer. So, supportive external consulting is becoming more important.

“Impeccable refinish results and the highest standards of craftsmanship are absolute prerequisites for bodyshops that want to be successful,” says Olaf Adamek, Standex Brand Manager Europe, Middle East and Africa. “However, long-term success requires bodyshops to be at the top of their game in business management, marketing and customer acquisition, as well as being able to spot areas within the business that have the potential for improvement.”

It's for these reasons that Standex not only supports its partners with premium products and a comprehensive offer of technical training and further education, but also exports its consulting know-how around the world under the Standex Consulting name.

The Standex Consulting service comprises six modules, including topics such as Marketing and Sales, Management and Organisation or Product and Process, which are all designed to address the organisational needs of paintshops and bodyshops. The aim of Standex Consulting is to support bodyshops in trying to increase turnover, to improve workload distribution, to make customer acquisition more effective and work processes more efficient, as well as to cut repair times.

“Our consultants help our partner bodyshops to analyse their performance and to make the management decisions which can contribute to their economic success,” Adamek says. “In order to ensure that Standex consultants are always up to date with the latest developments and that consulting services meet the same quality standards everywhere, we invest in their training.”

This training of consultants takes place in the form of so-called Train the Trainer seminars in which Standex consultants from around the world are trained. They learn about the latest, specially-developed tools and have the option to share their own experiences.

The most recent Train the Trainer workshop covered:

- How to identify weak spots in work processes?
- How to find out how efficiently individual employees are working?
- How to measure and to compare the financial performance of businesses?
- How to find the right solutions?

Thirteen consultants had come to Wuppertal, Germany, for this two-day seminar, travelling from Russia, Denmark and Egypt.

One of the participants said, “Even though I’ve been in the industry for 20 years and have been successfully carrying out business consulting for a

long time, I can still learn something new when I come to these training sessions. We receive tools for everyday, practical work. The workshop is very intense; the standards are high. I am certain that our national Standox consulting services will be even better in the future thanks to this training.”

Philippe Maeder and Attila von Zalan, who work for the Standox Swiss general importer André Koch AG as Repanet coordinators for Switzerland, agree. “We have high expectations of the seminar as there is growing demand for our consulting services. Over the last few months, over 40 Swiss bodyshops joined Repanet, the Standox quality network. We are looking forward to using the new tools in Western Switzerland from early 2015.” Maeder says.

The Train the Trainer concept is intended to help ensure that the quality of Standox consulting services is of the same high standard everywhere – from South Africa to Norway. Information about Standox Consulting in your country is available on the Standox website or from your Standox representative.

## Know how export from Wuppertal to Argentina

Standox not only applies the Train the Trainer concept to its consultants. The same principles are used by an international trainer team to explain the professional use of products and the latest refinish techniques. In preparation for the launch of Standox in Argentina comprehensive technical Train the Trainer seminars took place. Harald Klöckner, Technical Trainer Standox International (photo left), travelled to South America and passed his knowledge on to the local Argentinian trainer team to help give Standox the best possible start.







*Ice, snow and the bitter cold are part of everyday life in Naryan-Mar for a large part of the year.*

## The refinisher who came in from the cold

Naryan-Mar is a town in Russia with less than 22,000 inhabitants. It lies on the banks of the Pechora, a river that most people will never have heard of even though at 1,809km, it is one and half times the length of the Rhine. Naryan-Mar is a little remote; the nearest village is several hundred kilometres away. Those who live there have to be tough. In winter, temperatures can drop below  $-40^{\circ}\text{C}$ , as Naryan-Mar lies around 100 kilometres inside the Arctic Circle.

There can't be many bodyshop managers who work under the extreme conditions that Konstantin Klimov is used to. The 40 year-old runs the Legion NAO auto-shop in Naryan-Mar. With 26 employees it is the largest bodyshop in town and it has plenty to do. Every week it has an average 60 to 90 customers. The roads, covered with snow and ice for months on end, see to it that repairs are constantly in fresh supply. In the paintshop, Klimov swears by the Standox paint systems. "The high quality of Standox products has helped us to build a first class reputation in our local market," he says.

If you want to refinish cars in the Arctic Circle you have to get used to a few peculiarities. Take colour matching, for instance. Here, you need a spectrophotometer for that, because for many months there is no natural sunlight. Refinishing is carried out mainly at night. Why? The icy wind does not blow so strongly then and that makes it easier to heat the spray booth to  $20^{\circ}\text{C}$ .





Klimov and his colleagues have long got used to these conditions. But what is more difficult is to get a broken-down car into the bodyshop. “A car that has had an accident here becomes frozen solid within a matter of minutes,” Klimov says. “Towing it at  $-40^{\circ}\text{C}$  is a real challenge. Once we’ve got it into the bodyshop, though, there isn’t a problem that we can’t solve.”

The tough climate also affects logistics, as Klimov has just recently experienced. “This year, the cold set in earlier than usual,” he explains. “The ship that was meant to bring supplies for our bodyshop got stuck in the ice on the Pechora.” But in Narya-Mar people know how to deal even with these kinds of problems. Some of Klimov’s employees drove nearly 200 kilometres through the wild tundra to collect the Standox material from the stranded cargo ship. And not in a truck, but on snowmobiles!



*In the Legion NAO auto repair shop – the abbreviation stands for Nenets Autonomous Okrug, the region in which Naryan-Mar is situated – people have found ways of adjusting to the peculiarities of the local climate.*







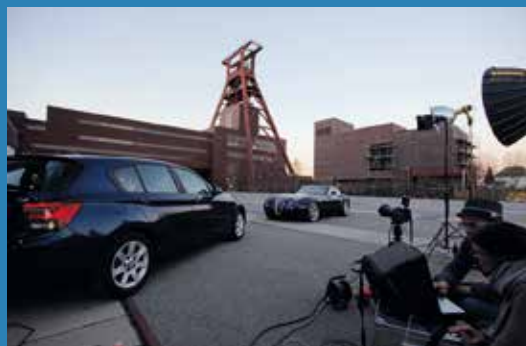
## The new Standox Calendar 2015 Colours made in Germany

The Brandenburg Gate, Neuschwanstein castle in Bavaria and Cologne cathedral are some of Germany's most recognisable landmarks. And many are renowned throughout the world. Düsseldorf photographer Andreas Fechner has put these German landmarks and sporty cars centre stage in the new Standox calendar for 2015. In doing so, Fechner draws attention to the things Standox has stood for over more than 60 years: quality, know-how and technology made in Germany.

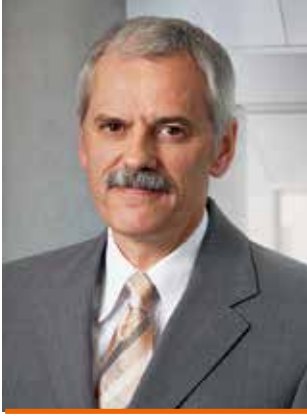
"The buildings and structures that we chose for the calendar demonstrate impressive feats of engineering or great technical innovation," Fechner explains. "The suspension railway in Wuppertal, for example, was considered a technical wonder when it was opened in 1901. It is a brilliant testament to German engineering and to true innovation. For this reason it perfectly fits the nature of Standox."

However, the leading role in the calendar belongs to the Standox paints, which are shown to great advantage in front of almost monochromatic backgrounds. The combination of buildings and sporty cars gives the images a very special appeal. "My highlight was the Koenigsegg AGERA R shown on the January page," Fechner says. "A dealer in Wuppertal lent us the car for the shoot. It is worth around €1,000,000, so that is a bit awe-inspiring."

The cars were not photographed on location for every motif. The photographer very consciously decided to create some compositions on the computer, and it wasn't always easy to photograph the background scenes. Fechner says, "I spent a long time looking for the perfect aspect at Neuschwanstein Castle. I took pictures from below, climbed up, went there at different times of day, but none of the pictures were quite right. Eventually, I looked at the scene from a distance. In the end, it was this initially unspectacular view that I chose, but, in my opinion, the magic of the castle only becomes apparent at a distance. I often have the impression that the closer you get to a building, the less spectacular it appears. It is only from a distance that the essence of what makes these buildings so fascinating and impressive really comes to play."







*Professor Willi Diez is director of the Institute for the Automotive Industry at the University for Economics and the Environment in Geislingen, Germany. He is also a member of several boards of directors and on the advisory committees of several companies in the automotive industry.*

## Online and intelligent The networked car

The cars of the future will not only be linked to the Internet, but also will communicate with their surroundings. Why would we want that? And what does that mean for the future of the refinish industry? A conversation with car expert Professor Willi Diez.

**interstandox:** Professor Diez, almost every mobile phone today is a smartphone. Now the car looks set to become a so-called smartcar. What will the networked car of the future be able to do?

**Prof. Dr. Willi Diez:** It will be intelligent and web-enabled. Drivers will be able to work on emails during the journey, to access social media or to communicate with their 'smart home'. In addition, the networked car will collect data: about the driver's behaviour, the journeys made, and also about its own performance. It will, for instance, know where to find the cheapest fuel in the area and when the brake pads need to be changed.

**interstandox:** And in addition to all that it is also expected to be able to drive itself...?

**Prof. Dr. Willi Diez:** Exactly. The networked car will be aware of its surroundings using sensors and will react accordingly, just like assistance systems are already doing today at a basic level. At the end of this development is autonomous driving. To achieve this, the car will not only communicate with other vehicles, but also with the infrastructure – for example traffic lights, road markings or traffic signs. Drivers will almost become passengers. The car will drive them to the destination completely independently.

**interstandox:** How close are manufacturers to realising this?

**Prof. Dr. Willi Diez:** The technology is ready, but there are still many legal issues that need to be resolved: who owns the data that the car records? Who will be allowed to access it? Who is responsible if a fully-automated, self-driving car is involved in an accident? Autonomous driving will also only be possible if the necessary infrastructure is in place, such as traffic lights that can communicate with the car.

**interstandox:** Will autonomous driving make roads safer?

**Prof. Dr. Willi Diez:** Yes. Based on reliable estimates, accident rates are expected to drop by up to 40 per cent, though only in a slow progression over the next few decades.

**interstandox:** How much of a threat does this development pose to the collision repair industry?

**Prof. Dr. Willi Diez:** Autonomous driving and the networked car are only two of many factors that will affect the development of the industry. Much depends on consumer behaviour, which is hard to predict at this stage. How many people will want to have this new technology? How many will be able to afford it? Furthermore, more complex technology, new materials and combinations of materials will make repairs costlier. That will benefit bodyshops. And don't forget, falling accident rates are nothing new, and it is unlikely that figures will drop suddenly. So there is time for businesses to adjust.

**interstandox:** What can bodyshop owners do?

**Prof. Dr. Willi Diez:** They should investigate early on where they are likely to be able to generate additional revenue from. There is potential in the market currently in car maintenance, in other words car care. Statistics show that people are keeping their cars much longer and are therefore investing more into their upkeep. Paintshops and bodyshop can build up additional revenue streams by specialising in vintage or collectors' cars or by focusing on industrial paint jobs.

**"I'm a professional and I'm ready for the future. I use my specialist skills with the efficient products that come as standard when you have Stadox as a partner."**

## **QUALITY MEETS EFFICIENCY.**

Our recipe for success is simple: innovative product systems and efficient application techniques, such as One Visit Application, offer outstanding quality. **Developed and made in Germany.**