



We create chemistry

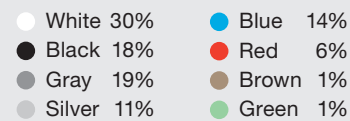
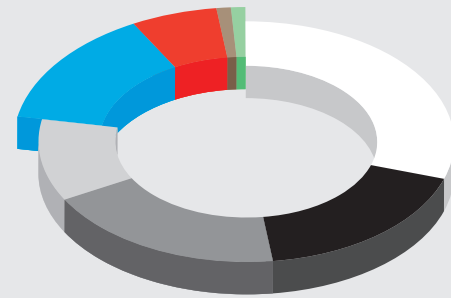
2018年 巴斯夫汽车外饰涂料色彩报告

Regional characteristics in the compact segment

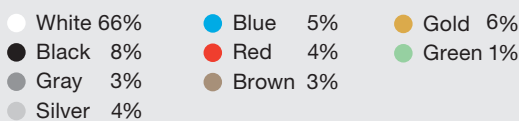
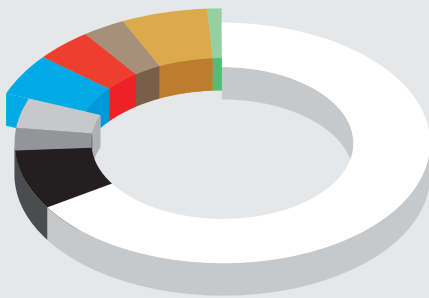
When it comes to regional markets, the color distribution in the various segments differs significantly. This is especially striking in the compact car segment, the second largest segment globally after the fast-growing SUV segment. The compact segment has experienced growing diversification with a high increase in the number of models over the past years. The color popularity for compacts differs regionally with respect to the share of achromatics and chromatic colors: In Asia Pacific, an extraordinarily high share of white of over 60% stands out, while in Europe the share of this color used for compact cars is a mere 30%. The North American color distribution is marked by a notable share of red.



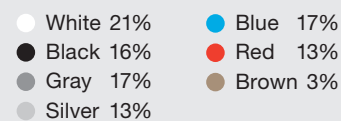
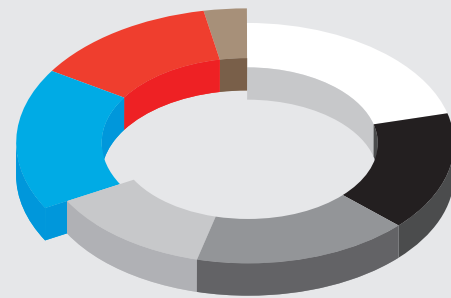
Compact Europe



Compact Asia Pacific



Compact North America



Trend competence and innovative color concepts

BASF's Coatings division has an excellent understanding of what is trending in materials and colors, and uses this to predict, which colors will play a key role in the future automotive market. Every year, the Coatings division's designers create Automotive Color Trends, an innovating collection of new colors

based off extensive research and in-depth analysis of global trends and cultural shifts that will influence automotive colors 3 to 5 years into the future. Together with experienced colleagues in the color lab, the Coatings division's know-how comprises not only the art of designing innovative and creative colors, but also the knowledge required to translate them into applicable paints.

