



**AUTOMOTIVE  
COLOR TRENDS**

A brand of BASF –  
We create chemistry

2018-19

# Keep it Real



## *The new look of mobility*

Ongoing digitalization intertwines technology into almost every aspect of our everyday lives. An increasing amount of time is spent online. Augmented reality and seamless smart gadgets that simplify life merge the real with the virtual world. As lines between the two worlds are blurring, new questions and challenges arise —especially for the automotive industry. The designers at BASF's Coatings division explored these developments

and translated them into 65 future color inspirations for automotive surfaces – the Automotive Color Trends 2018-19 *Keep it Real*.

The overarching trend theme expresses a desire to understand how to control expanding digital technologies. The influence of human qualities and needs is explored in the different color areas. The elegant shades reflect the digital age's quest for perfection and balance it with natural effects, which reflect humanity. In the next years, gray and blue will be key color areas for automotive. Unique combinations of effect pigments generate multiple hues that flow across

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the surface and emphasize the idea of a digitally supported and seamless lifestyle. The importance of the achromatic colors in the automotive market continues to trend. The collection, therefore, features a variety of gray, anthracite, white and black shades. Transparency and the ownership of data are of great importance. These concepts are transformed into an array of light pastels and whites, the colors of purity and simplicity.

The collection also addresses changes in the automotive market. New mobility concepts redefine the use of private and public spaces. Car sharing, ride hailing services and autonomous driving already exist and raise new ethical questions. There is an evolution in the function of cars, shifting from a personally-owned machine to an increasingly public transportation tool. This notion will change the way cars are designed to fulfill this new role.

The collection's theme *Keep it Real* summarizes world-wide trend observations which the 65 colors of the Automotive Color Trends 2018-19 are based on. The colors also take up

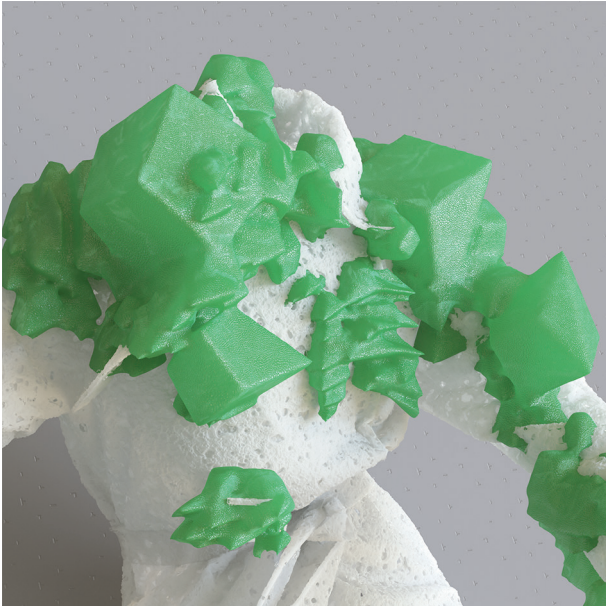
regionally specific trend drivers for Europe, the Middle East and Africa (EMEA), North America (NA), South America (SA) and Asia Pacific (AP).

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# Trend Colors

## North America

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### Diversity among colors reflects variety of influential trends in North America

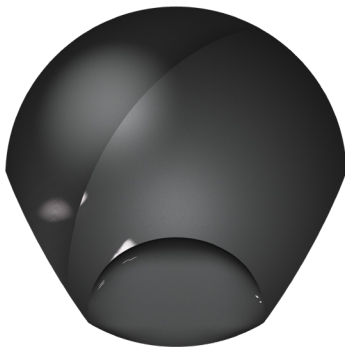
Technology and society are evolving, giving rise to new rules and use of public spaces by private individuals. Novel ideas in transportation in the redefined urban spaces require

a palette that is more broadly distributed among popular achromatics, pastels, and bold, playful color positions. *Keep it Real* explores not only technology, but human nature as well. The collection works with the perceptual effect of color which has the potential to make a passenger feel safer, calmer, and more attuned to changing urban environments. Therefore, it can transcend the conventional look of a car. For these reasons, colors designed by BASF take on a new context: new pigments and effects offer a futuristic, digitalized feel that begin to take on additional functionality. This marriage of technology and aesthetic, of the digital and physical, will enable cars to meet these challenging demands. The colors give the industry the flexibility to link consumer preferences to brands, connectivity, and visual appeal.

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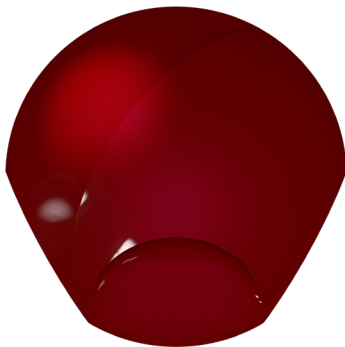
# Color Selection North America

The following trend colors show a selection of the most important color positions and effects in North America.



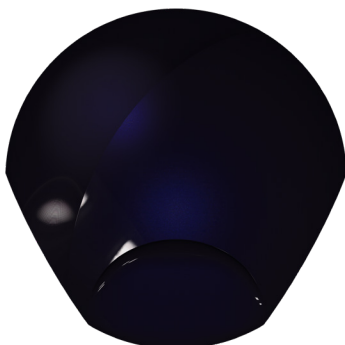
## Metal's Mettle

The new urban look is captured with a unique blend of effect pigments that generate a stylish, dynamic feel. It is both forward thinking and reflecting how a once mundane color space can be made to appear optimistic, understated, and luxurious.



## Kleur

Boldness and passion resonate with those who are playfully optimistic, and this color delivers on both counts. A careful selection of strong chromatic pigments and metal flakes combine to produce a new look to a timeless color space. It is at once digitally strong and authentically real.



## Centripetal Blue

After decades of singular achievements in space, humankind reflects on the beauty of planet Earth. A deep dark blue underscores the elegance of the planet's natural features. The color combines aesthetics and functionality that assist in self driving mobility and detection.

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# Trend Colors

## Asia Pacific

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Modern interpretations of classic colors attract the discerning Asian consumer

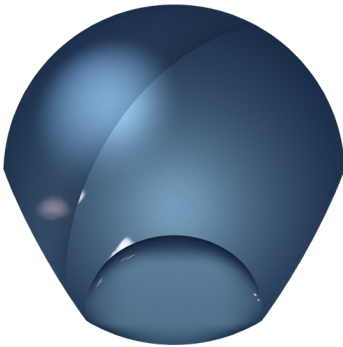
Asia Pacific is changing into a digital society in super high speed. Shopping with modern self-checkout payment systems becomes omnipresent, robot receptionists welcome and

interact with customers, and countless electric vehicle brands pop up. This revolution influences everyday life and makes it smarter as the best solutions for problems can be found immediately. In this fast-moving world interspersed with digitalization, people also tend to pursue steadiness. Therefore, classic shades such as grays and blues will gather attention. These authentic colors get a modern and stylish twist through diverse effects—from delicate shimmers to transparent twinkles. The latest coatings technology makes it possible to reach very precise effect levels. Asian consumers are attracted by unique and authentic colors and the way they shape the smart look of new energy vehicles.

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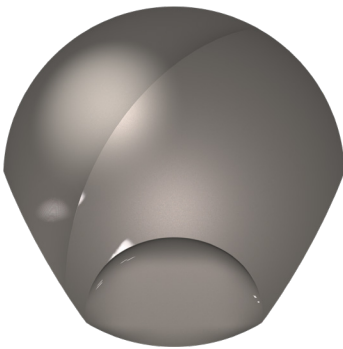
# Color Selection Asia Pacific

The following trend colors show a selection of the most important color positions and effects in the region of Asia Pacific.



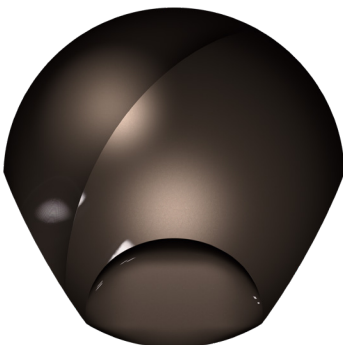
## Twinkle Sound

Playing with the effect of transparency, the transparent sparkles used in this coating only appear under the light. Clean glass flakes give three-dimensional depth and sharpen the innovative image of the vehicle in regards of smart mobility.



## Golden Sheen

This color features a delicate silky beige grey with an orange highlight. By changing the perspective, the flop slightly shifts to a greenish shade. The golden sheen of the coating expresses quality in a subtle and elegant way.



## Peat Beat

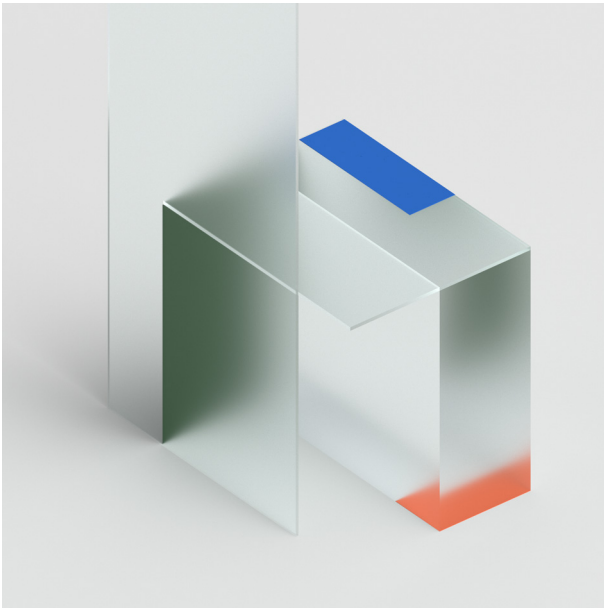
Reddish gray brown like peated whisky expresses warm maturity and evokes fondness. The texture of this color alludes to elaborated forged steel. This combination evokes an image of valuable craftsmanship.

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# Trend Colors

## Europe, Middle East & Africa

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Unusual interplay  
of colors and  
haptic effects  
create a new set  
of aesthetics

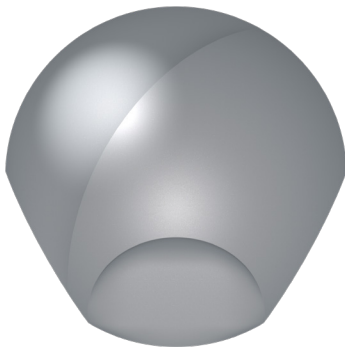
In the EMEA region, it is part of people's daily routine to spend time in virtual worlds—just like anywhere else. Especially in the densely populated metropolitan areas real places

are taking on new value. This aspect is reflected in the region's trend colors: Gray nuances represent urbanity. Combined with haptic effects and a special surface materiality, they allude to real life experiences. New mobility concepts for urban areas influence the relationship between functionality and design. In the future, the use of a vehicle will extend to areas beyond its current purpose. Nevertheless, it will remain an emotional product. These influences are mirrored in the complexity of the colors for the region. For instance, unusual effects and the iridescent interplay of colors on the surface are creating a new set of aesthetics for the automotive industry.

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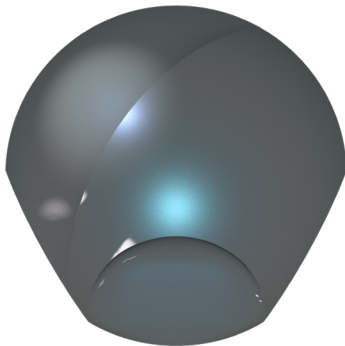
# Color Selection Europe, Middle East & Africa

The following trend colors show a selection of the most important color positions and effects in the region of Europe, Middle East & Africa.



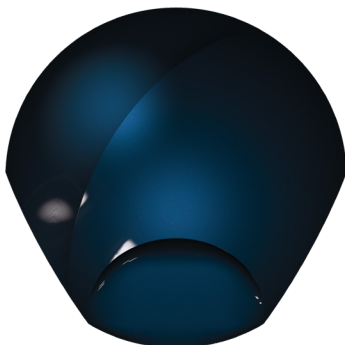
## Grand Blanc

Off-white and its associations with concrete reflects the urbanity of public spaces and generates special reflections thanks to the particles (XSpark®) used and the incorporated textured surface.



## Shape Shifter

This bright gray is particularly striking thanks to its interplay of colors on the surface. Depending on the viewing angle, it displays an effect that changes from turquoise to blue to violet.



## Blue Node

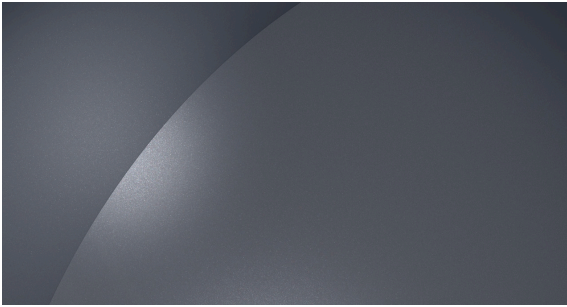
This color unites function (temperature management) and design. Blue Node highlights the most important color range of the chromatic spectrum and makes a statement for sustainability.

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# Key Colors

The key colors highlight a trend driving color direction in the regions.



## Gray Ambivalence

The combination of glaring flakes and solid flop represents technology's ambivalence between virtual functions and the compatibility with real life contexts. This next generation gray works for two tone color harmony as well and offers many possible combinations.

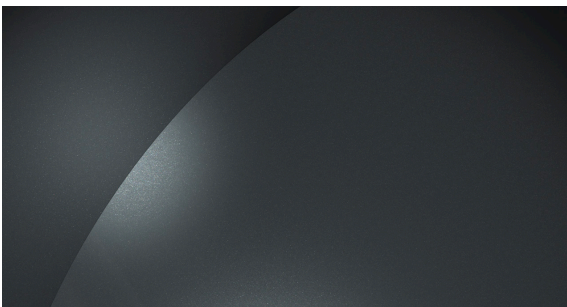
AP



## Atomium Sky

A medium shade blue with an eclectic color travel provides an illusionary interplay between the physical and virtual. The highlight of the color is a medium coarse, intensely colored effect that transitions to a softer, semi-opaque hue in longer grazing angles. The overall movement captures the dynamic relationship of the pigments, offering a chromatic visual display of the *Keep it Real* theme.

NA

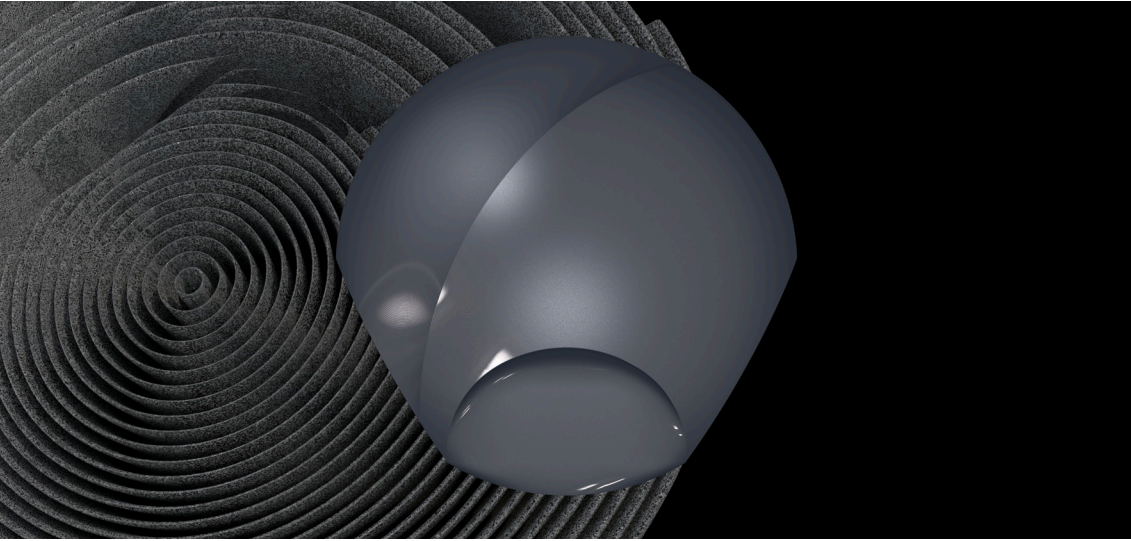


## The Urbanist

Attracting attention to one's own self: this can be seen in both the real and the virtual worlds. The dark gray metallic anthracite represents the blending of humans and technology. Distinct and unexpected reflections allude to the desire for attention. At the same time, gray symbolizes life in the urban space and stands for the globally connected cosmopolite.

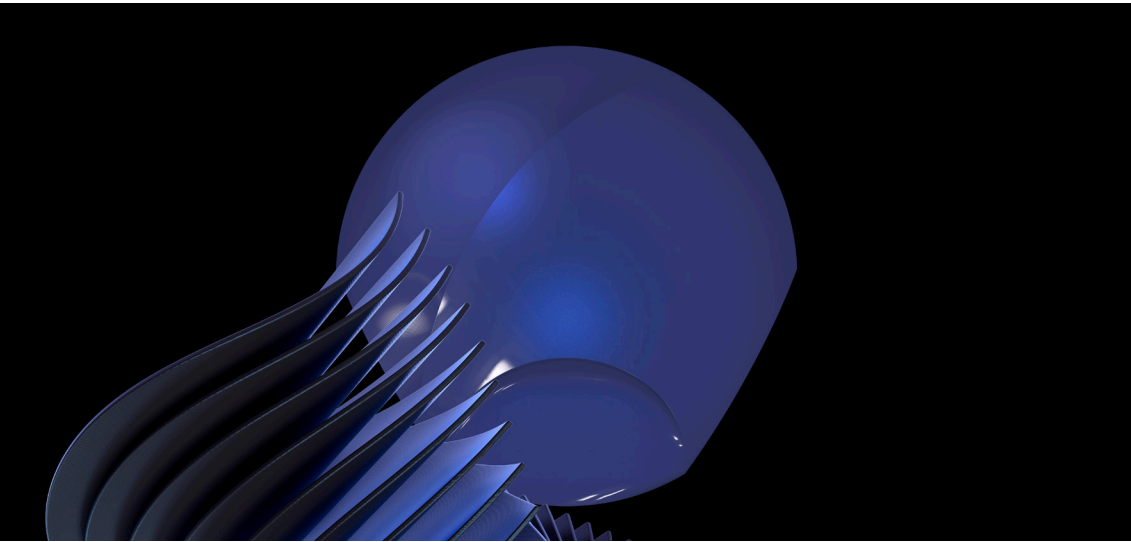
EMEA

AP



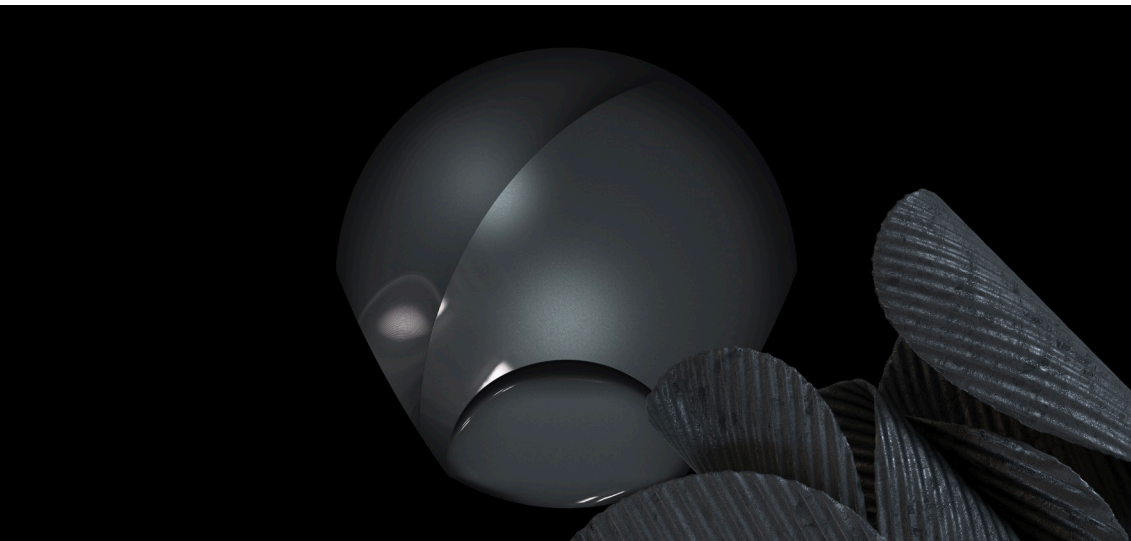
Gray Ambivalence

NA



Atomium Sky

EMEA



The Urbanist