



AUTOMOTIVE
COLOR TRENDS

A brand of BASF
We create chemistry

PRESS KIT

BASF COATINGS PRESENTS

AUTOMOTIVE COLOR TRENDS 2024-2025



ROUTING stands for the way in which information is transmitted – namely, communication.

WHAT IS ROUTING?

ROUTE /raʊt/

To send something somewhere using a particular way or direction [Cambridge Dictionary]

The term ROUTING comes from **communication technology**, an area that is constantly changing, even revolutionizing, our lives.

In our trend observations, we have identified **the way we communicate and handle information** with human or non-human intelligence as a strong driver for trend developments.

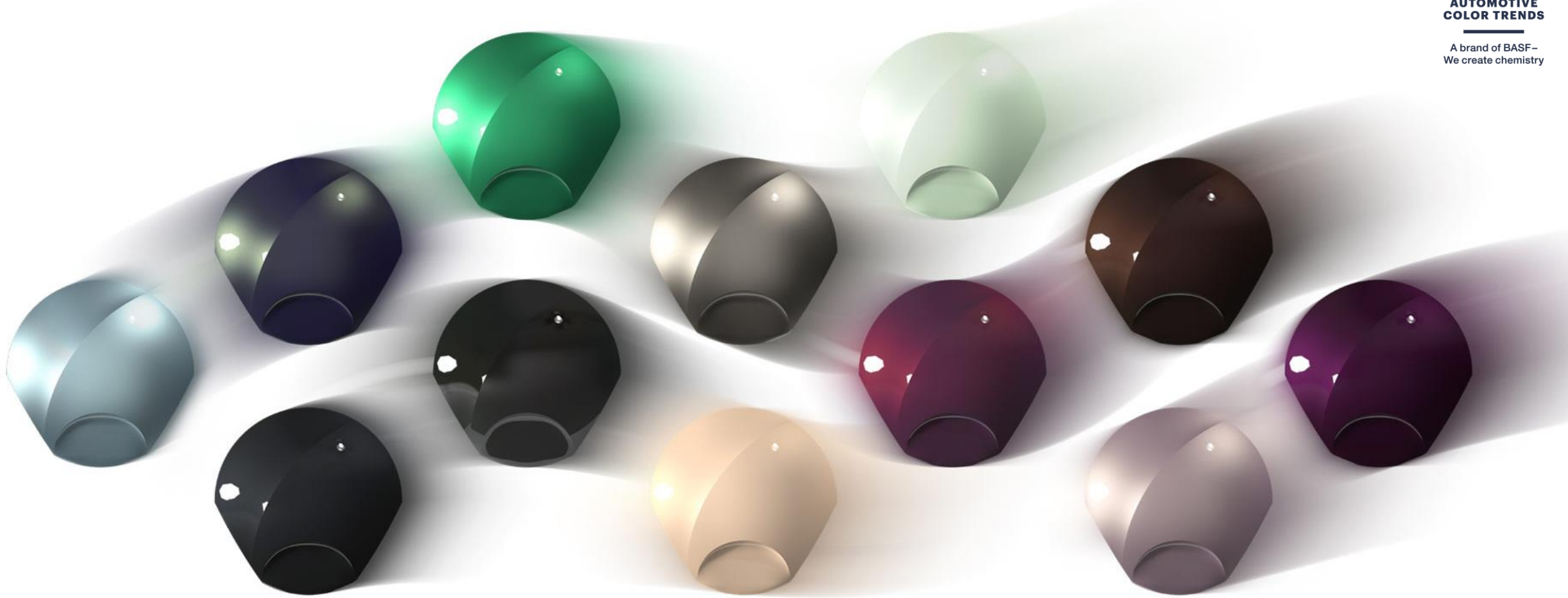
Essentially, color and communication share the same nature – in being lively, ever-changing, and mutually receptive.

The title ROUTING also stands for the **complexity and flexibility of communication** in the age of digitalization: **complex networks** that work self-regulating, and **instant transmissions** that must function without any detours.



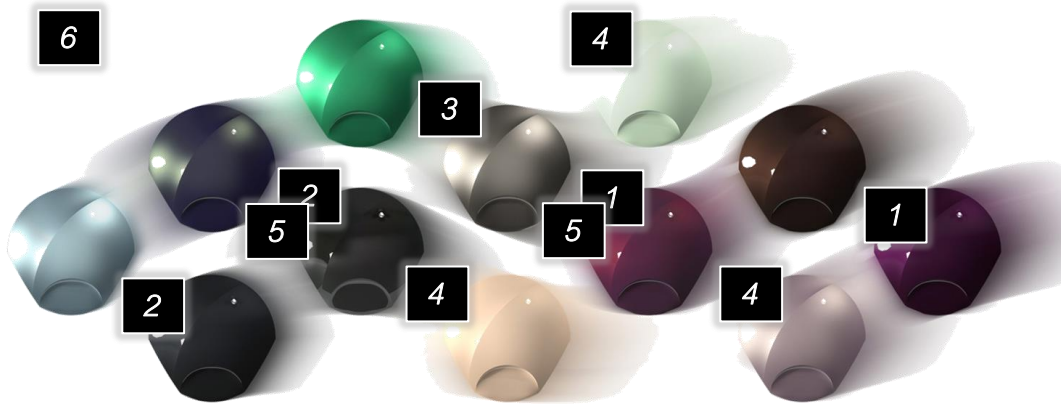
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The interplay of color position and effect makes colors appear in a new light, awakens new associations, and creates a ROUTING of future mobility.

KEY STATEMENTS



Every year, designers from BASF's Coatings division create a new color collection to inspire automotive designers around the globe.

Behind the ROUTING collection are six key statements from BASF designers:

1. **New reds – darker and blueish reds shift to purple**

Of particular interest here is the red range. The new red shades open a spectrum of intense purple shades.

2. **Dark achromatic colors – black effect colors get energized**

The dark color range is energized by intense color effects. The black palette fans out into different shades that lend black more dynamism and move away from solid black.

3. **Metallics – powered by innovative technologies**

Metallic surfaces present new design possibilities. The surface structure is increasingly becoming an integral part of the color scheme. Fine metallic effects are particularly characterized by strong effects on the surface, which give metallics new radiance.

4. **Pastel colors – augmenting the automotive color spectrum**

Light pastel colors continue to be a trend-setting component of the color palette. The color spectrum of pastel colors is experiencing further diversification, for example in beige and light green tones already in the market, as well as in unusual intermediate tones.

5. **Sustainability – diverse routes to sustainability**

The ROUTING collection shows different approaches to sustainability, from the use of renewable and recycled raw materials, to the integration of bio-based ingredients in innovative color concepts that no longer use pigments to achieve color effects.

6. **Functionality – beyond the visible**

For all colors in this collection, BASF designers have determined the potential for sensor-based driving systems (radar and LiDAR) in order to unify design and functionality.



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HARBINGER'S INK – Key Color EMEA

HARBINGER'S INK signs the deal for a direct connection from a strong black color position to a sustainable concept.



This is a powerful color based on the awareness that our natural resources are finite.

With black still making up for a high ratio in the color palette, HARBINGER'S INK introduces a distinct concept tapping alternative resources.

The combination of carbon-negative and renewable components as well as biodegradable pigments create a strong black color with a unique and unseen sparkle effect.

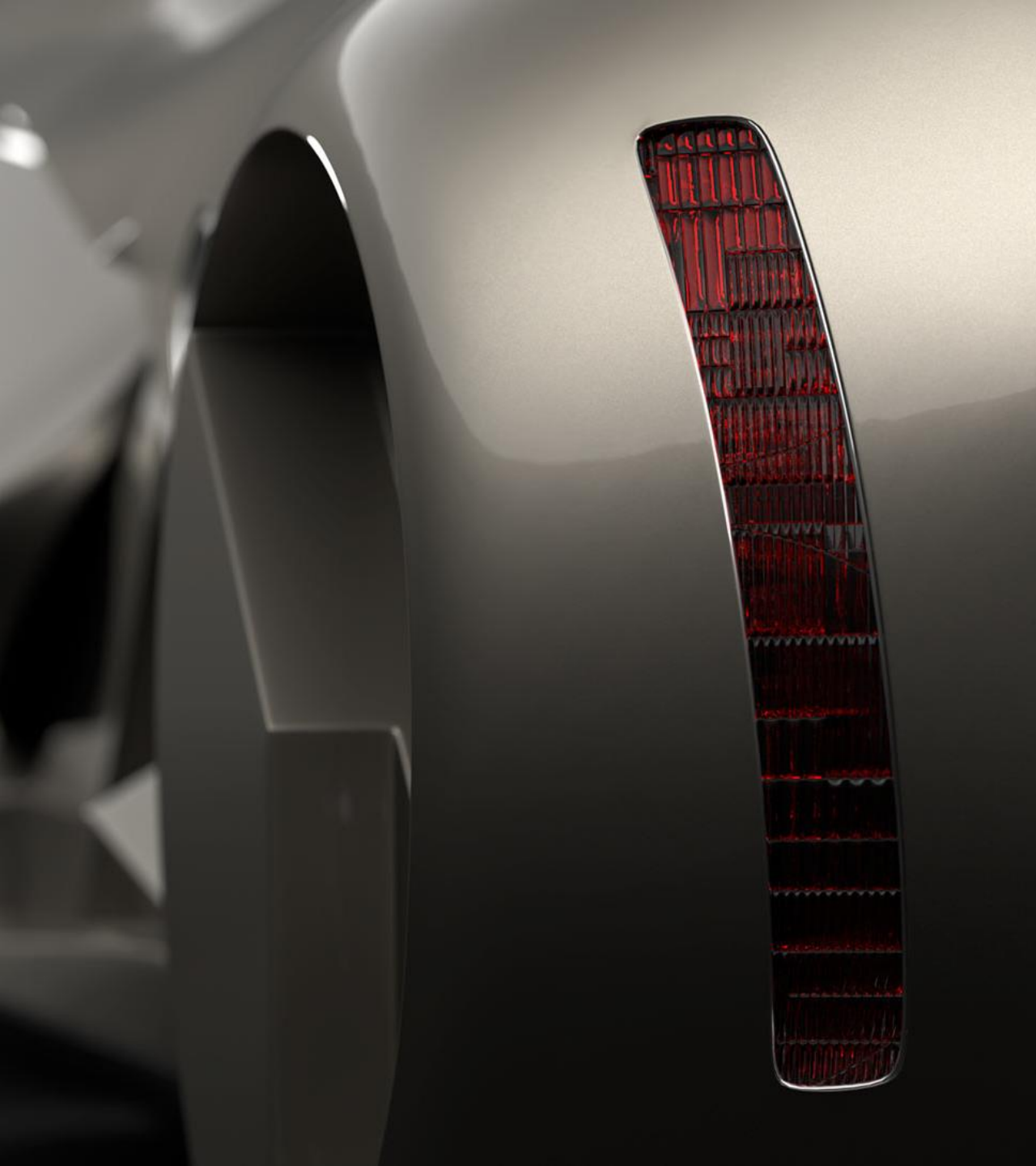


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SCINTILLATION – Key Color Asia Pacific

SCINTILLATION is achieved using both super fine effect pigments, and sustainable concepts, not following the familiar path.

It stands out in Asia Pacific with its smart warm gray and liquid metal effect designed by a novel, low-emission basecoat technology.

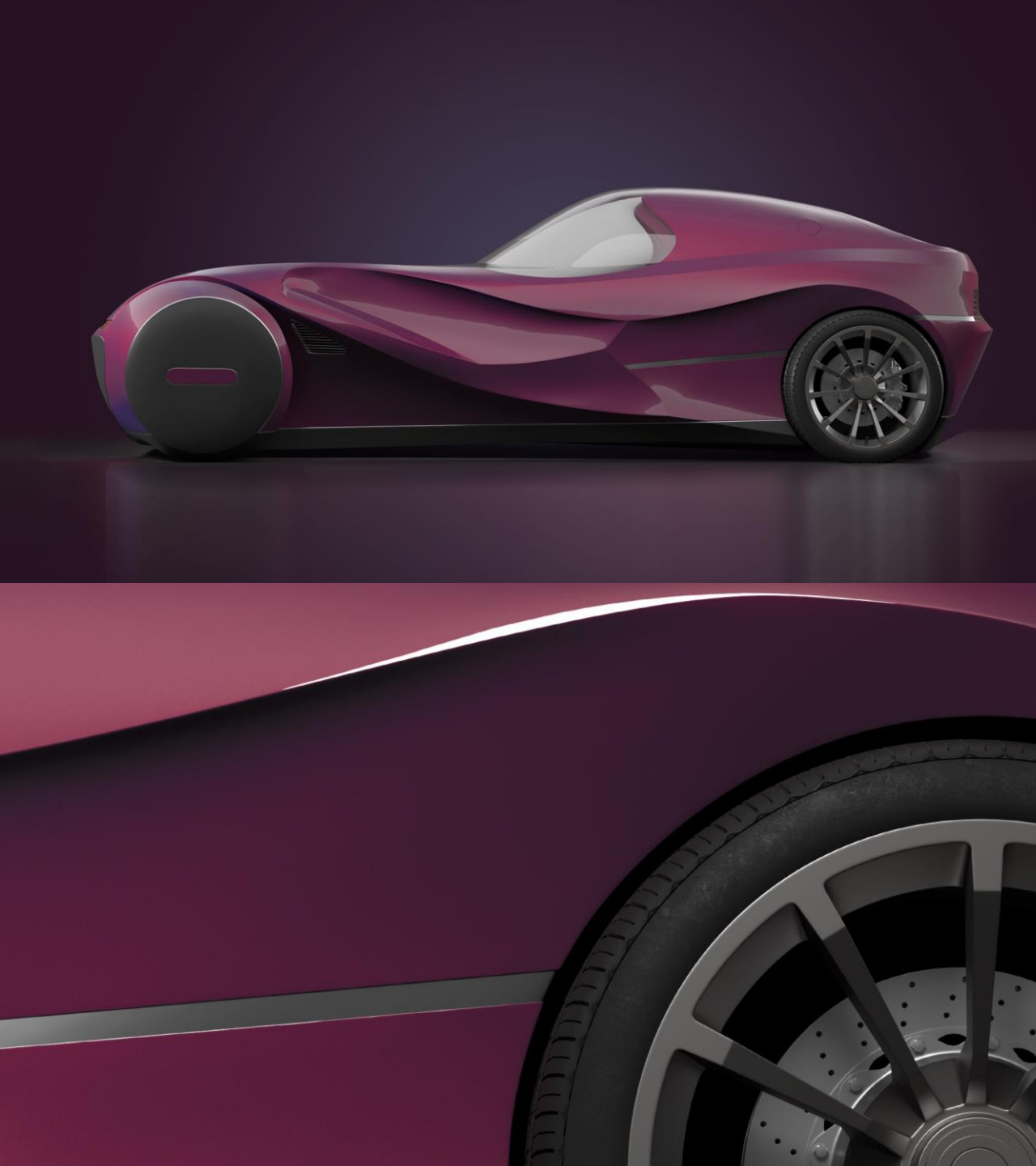


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While the traditional automotive color wheel is transformed, the updated authentic and steady color spaces will be highly appreciated as well. People seek long-lasting values for safety and ease in the unpredictable future.

The smart warm gray implies the future affinity between human and non-human intelligence. SCINTILLATION enhances the brand value of high-end vehicles and their quality and sustainability.



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HOLDING SWAY – Key Color Americas

The key to HOLDING SWAY is opportunity. Where dual hues appear to synthesize as one, the value of transparent and cooperative energies merging to form innovative paths are symbolized.



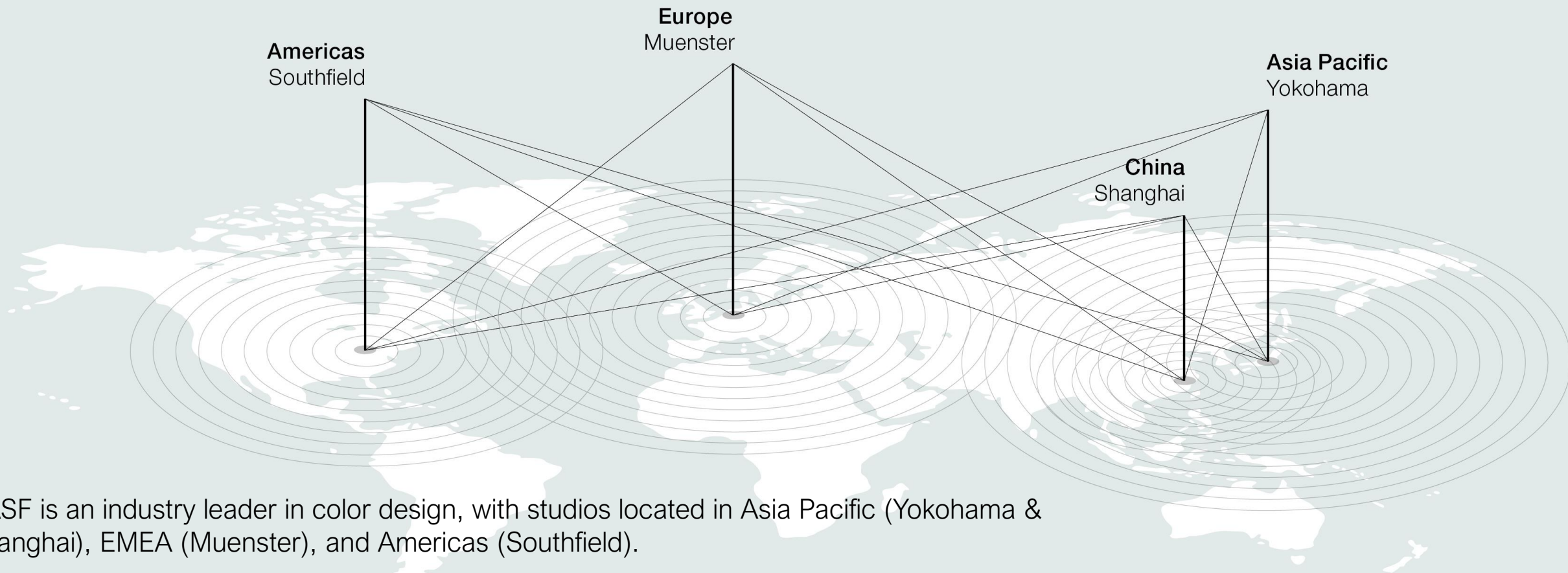
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In various facets of society, diverse influences come together and inspire innovative solutions for products. By creating connections and bridging opposites, new opportunities and spaces emerge for the way people consume, communicate, and experience mobility.

Despite the inherent complexity, mobility remains centered around the human factor. Whether in the context of artificial intelligence or sustainability, people are in charge. The key color HOLDING SWAY presents this awareness in an intense purple shade with strong blueish shift effect.

BASF'S GLOBAL NETWORK OF DESIGN STUDIOS



BASF is an industry leader in color design, with studios located in Asia Pacific (Yokohama & Shanghai), EMEA (Muenster), and Americas (Southfield).

Intensive trend research ensures the creation of the most cutting-edge color designs for the annual trend collection. **Let's get inspired!**

IMAGES FOR DOWNLOAD



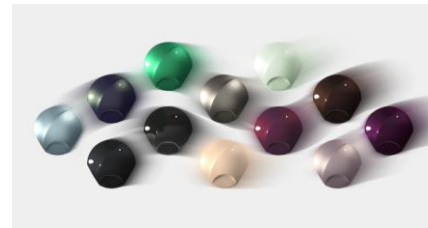
EMEA Key Color HARBINGER'S
INK on AUVOT 2x2



APAC Key Color SCINTILLATION
on AUVOT Sportif



Americas Key Color HOLDING
SWAY on AUVOT Sportif



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EMEA Key Color HARBINGER'S
INK Detail 1



APAC Key Color SCINTILLATION
Detail 1



Americas Key Color HOLDING
SWAY Detail 1



EMEA Key Color HARBINGER'S
INK Detail 2



APAC Key Color SCINTILLATION
Detail 2



Americas Key Color HOLDING
SWAY Detail 2



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