

News Release

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Taking a closer look at BASF's Color Report 2020

- **BASF's Color Report 2020 for Automotive OEM Coatings published**
- **Gray is the most popular color for vehicles produced in UK**
- **Blue and red are the most favored colors in the UK within the chromatic segment**

BASF's Color Report 2020 for Automotive OEM Coatings shows a wider range of chromatic colors are rolling off the world's assembly lines. Chromatic colors are gaining popularity in Europe, Middle East and Africa (EMEA), especially on smaller SUVs as their market segment grows. Nevertheless, the achromatic colors still dominate the market with white coming in at number one.

But what does it look like in UK?

A closer look into the colour share of vehicles produced within BASF in UK shows that gray is the most popular color (26% of UK total). This is in contrast to EMEA where white is the top color of choice. The data behind the Color Report reveals that 79% of vehicles produced in UK are achromatic, slightly higher than the share in EMEA (76% of EMEA total). In the chromatic segment, blue is the top color (8% of UK total) with red coming in at a close second (7% of UK total). Green, orange and violet enrich the chromatic color palette; with green being three times as popular in UK vehicle production than in EMEA.

Mark Gutjahr, Head of Automotive Color Design, BASF EMEA comments, "As green is considered THE classic racing color for Great Britain, we can see this reference in a much higher production rate within the region. The export markets

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connected to UK-brands enjoy this color position, as it has been an essential for decades in the line-up of all manufacturers.”

Scott Robinson, BASF Account Manager, Coatings Division UK adds, “Other color trends we are seeing within the automotive market are a desire for two-tone exterior styling and personalization. Whilst gray, white, black and silver continue to dominate, there is an appetite for an individual look.”

The BASF Color Report for Automotive OEM Coatings is a data analysis from BASF's Coatings division based on global automotive production and paint application to light vehicles in 2020.

Further information on the [BASF Color Report 2020 for Automotive OEM Coatings](#). Previous news release from 7 January 2021 available [here](#).

About BASF's Coatings division

The Coatings division of BASF is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings, decorative paints as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. The portfolio is completed by the “Innovation Beyond Paint” program which aims at developing new markets and businesses. We create advanced performance solutions and drive performance, design and new applications to meet our partners' needs all over the world. BASF shares skills, knowledge and resources of interdisciplinary and global teams for the benefit of customers by operating a collaborative network of sites in Europe, North America, South America and Asia Pacific. In 2019, the Coatings division achieved global sales of about €3.75 billion.

Solutions beyond your imagination – Coatings by BASF. For more information about the Coatings division of BASF and its products, visit www.basf-coatings.com

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.

