

# News Release

P324/20e  
October 8, 2020

## **BASF's 2020-2021 Automotive Color Trends collection shows new optimism and a positive mood**

- **The collection displays innovative concepts that intertwine surface, texture and color**
- **The colors are smooth and familiar, yet some will still surprise and delight the viewer**
- **The collection represents the blend of the physical and digital worlds in a constantly changing environment**

BASF has released its 2020-2021 Automotive Color Trends collection with a variety of shades and effects that show the way of modern automotive coatings.

Designers of BASF's Coatings division around the globe created the collection, called CODE-X, with everything from new, reimagined whites, to the darkest of jet blacks, and a variety of vibrant color spaces in-between. The colors serve as inspiration to automotive designers for vehicles that will be on the road in three to five years. Many have effects or textures, making them truly a tactile experience as well as a visual and emotional experience.

The global key colors vary from a grayish green, to a warm beige, to a coarse gray. As new thinking drives big transitions in the values around society, identity and progress, this collection represents the blend of the physical and digital worlds to stay hopeful and positive while coping with change.

### **EMEA – Bold, distinct positions**

The key colors of EMEA are soothing, calming colors with bold, new, distinct positions. There's a huge variety of effects in these colors that are inescapable, yet

approachable. There are things to see, things to explore and things to be surprised by. “We are in a time when nothing is the same. We may reference the old colors, but add something new, something different,” said Mark Gutjahr, head of Automotive Color Design, EMEA.

### **Asia Pacific – Positive, flexible attitude**

Asia Pacific’s key colors reflect a positive, flexible attitude for change, action and the future. They are warm and emotional colors with a steady mood. They are not black or white, but more blurred and floating, like human emotion.

“Individuality is the trend in play here. We live for today and want to make the future better,” said Chiharu Matsuhara, head of design, Asia Pacific. “We try to enjoy life and be positive as much as possible, and change what we did in the past.”

### **North America – Grace and simplicity**

North America’s future color designs look to build off advancing colorant technologies that exhibit a greater sensitivity to the environment. Grace and simplicity will be the look of deep techno-sophistication.

“It’s not unusual to presuppose technological stewardship dominates research, but it’s refreshing to see just how much the consumer is willing to forego traditional norms of beauty in order to satisfy the hunger for smart and responsible color designs,” said Paul Czornij, head of design, the Americas.

### **Color expertise of the Coatings division**

Every year, the designers of BASF’s Coatings division study future trends which they use as foundation for the development of surface, texture and color positions. They draw inspiration from many things, including industry, fashion, consumer products, and nature. They share their research with BASF’s customers – the automotive designers – and help develop the colors of the future.

[Additional information on Automotive Color Trends 2020-2021 in the press kit.](#)

### **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](http://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](http://www.basf.com).