

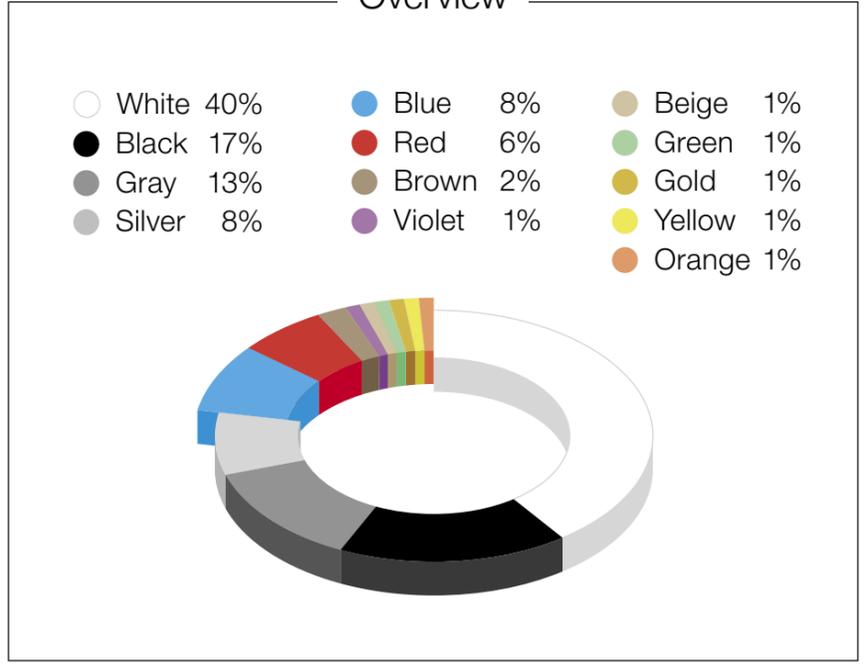
# BASF Color Report 2020 for Automotive OEM Coatings



# Wider range of chromatic colors highlight 2020

## Global

### Overview



There's no doubt that 2020 was an unusual and unconventional year. The OEM automotive color palette also moved in a slightly different direction, as a wider range of chromatic colors started rolling off the world's assembly lines.

Diverse players like blue and yellow are making gains in some regions, while red and violet are slowly eating into the lead held by the achromatic colors in other parts of the world. The expanding color spaces made the overall spectrum wider and broader than 2019, adding a flash of brilliance.

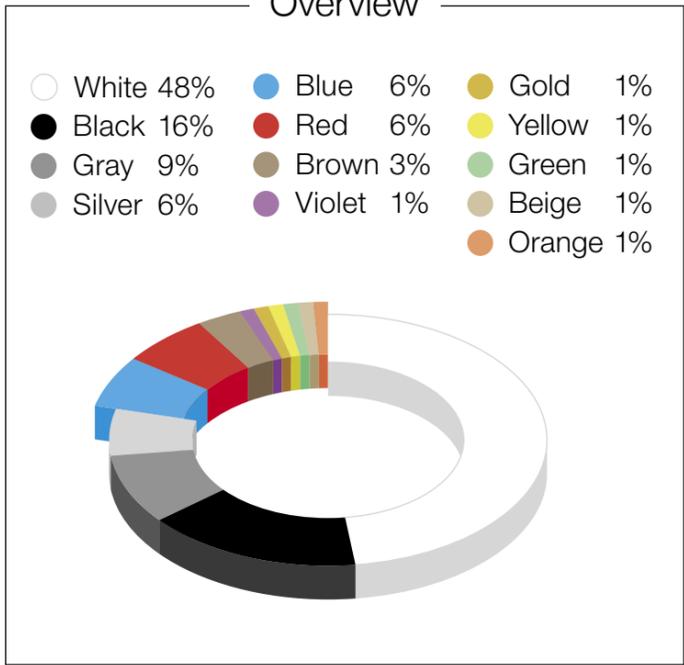
Despite the challenge, white, black, silver, and gray followed a familiar pattern, coating the majority of the vehicles produced. As it has been for several years, white is still the most popular car color around the world. It has a classic, timeless beauty, and a connection to both the environment and high technology.

The data cited throughout this report shows lower total vehicle production than past years. It includes times when automakers had to shut down due to COVID-19. The global pandemic has deeply affected the mobility economy and the world.

# A global landscape of chromatic color

## Asia Pacific

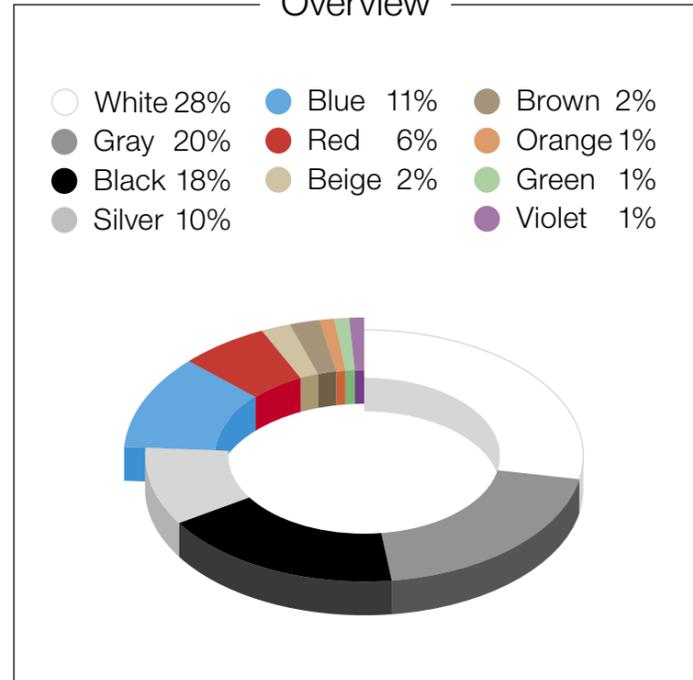
Overview



While the total numbers aren't huge, brown, green, and violet are all consistent in color popularity. It will be a long time before they challenge white for the most popular, but for now, they add to the tremendous diversity of color in Asia Pacific.

## EMEA

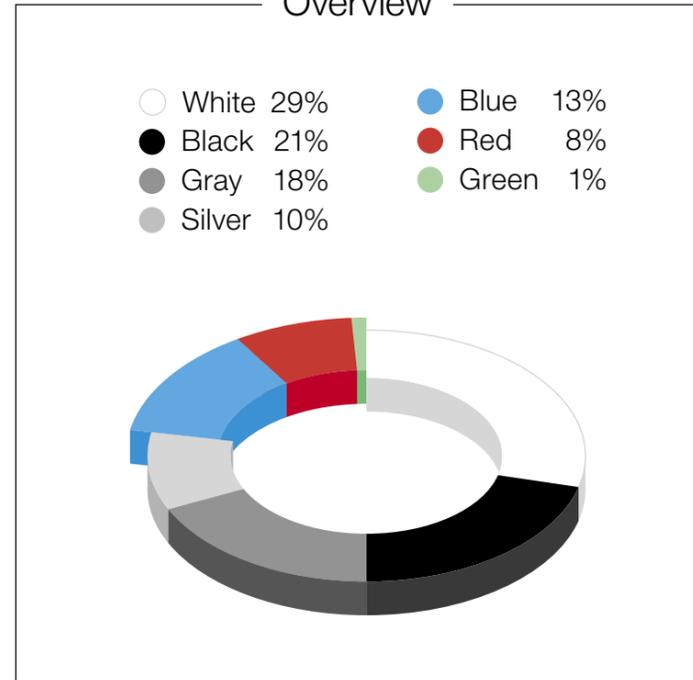
Overview



OEM automakers used more than 1,000 distinct shades on cars in 2020, and of those, 160 were shades of blue on vehicles in EMEA, making blue the most popular chromatic color. Other chromatic colors are also gaining popularity, especially on smaller SUVs, which are a growing segment of the market.

## North America

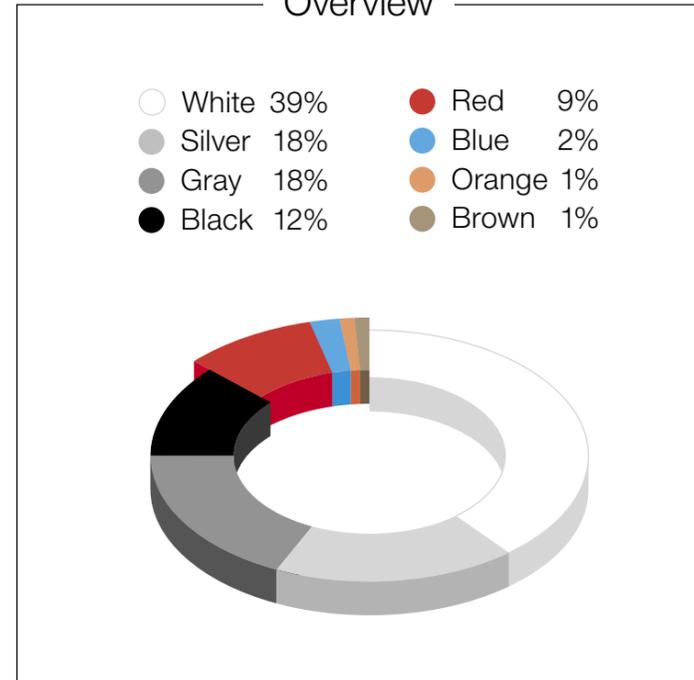
Overview



Shades of blue are seen as more elegant, and buyers who may have chosen beige or brown in the past seem to be moving to blues or grays. Blue edged out red, while beige and brown have dropped off the list in North America.

## South America

Overview



Colors like red and blue, which are so popular in other regions of the globe, are still players in South America, especially among car buyers who are trying to express their individuality with sportier cars. Overall the market is a little more conservative than other regions.

# 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.



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