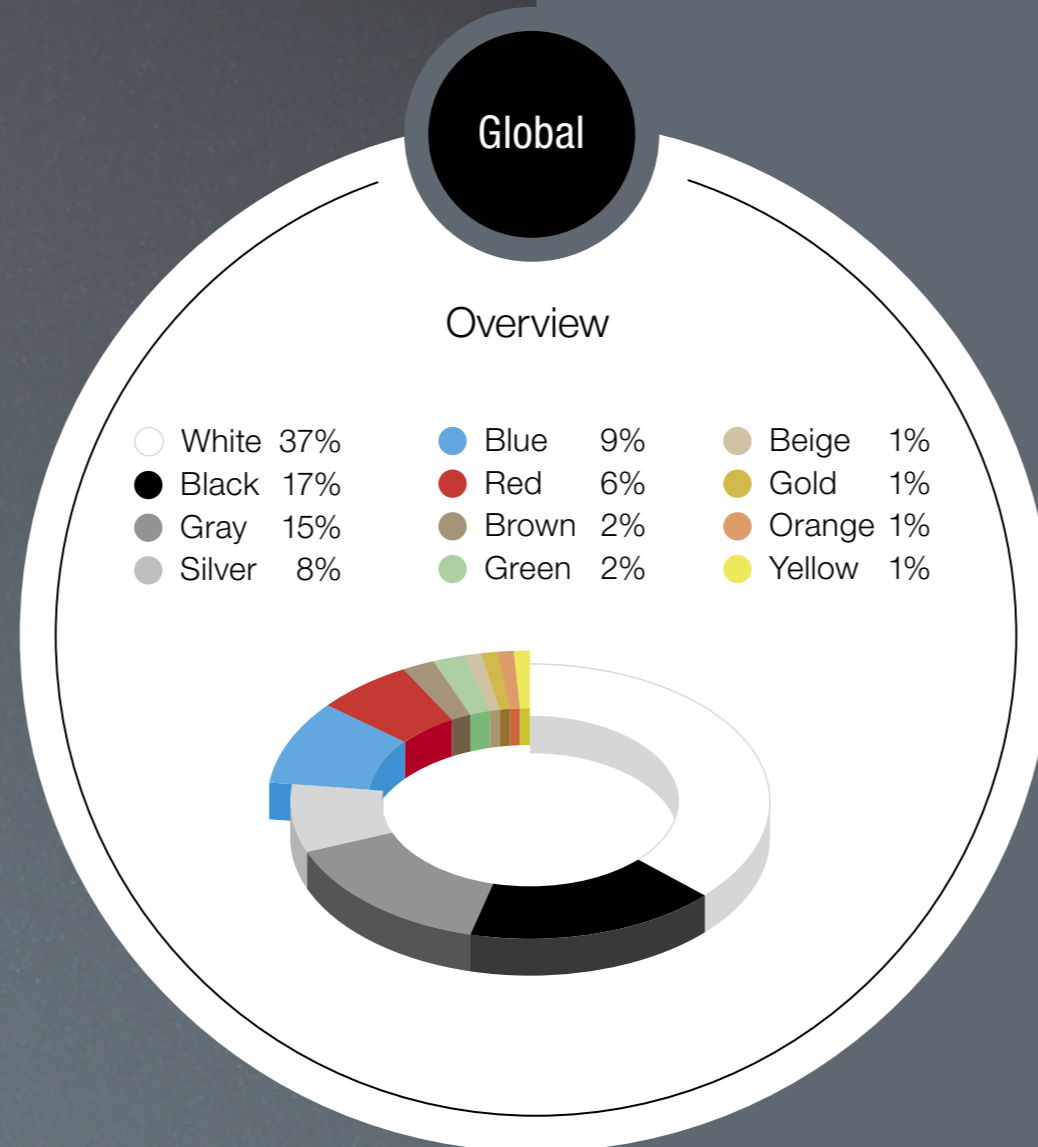




BASF Color Report 2021 for Automotive OEM Coatings

New challenges put a sharper point on color



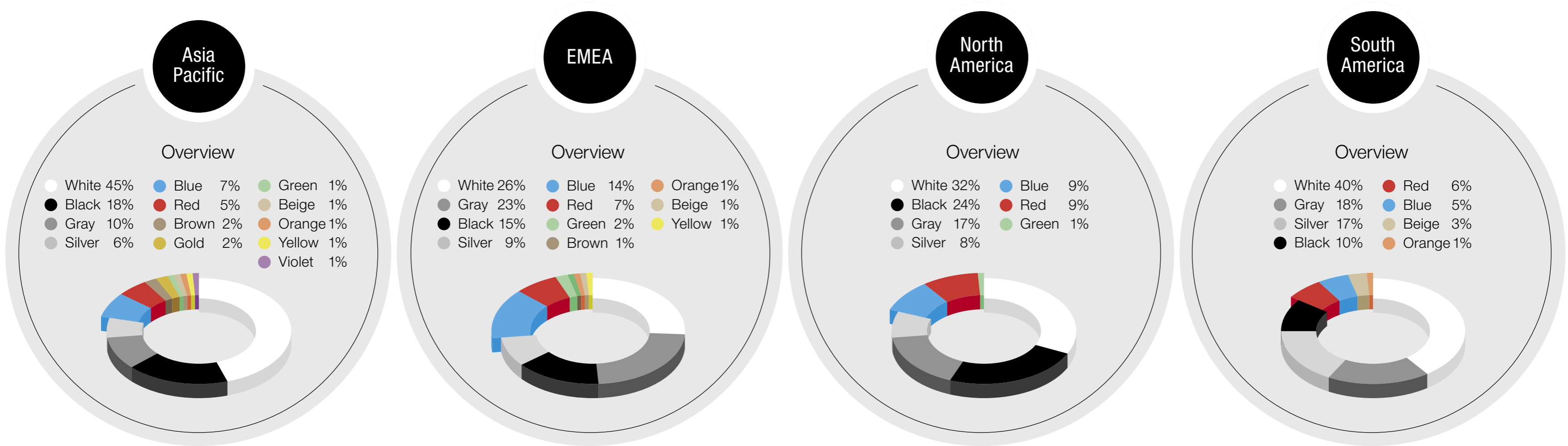
Some thought the automotive industry would rebound in 2021, but instead, it faced new challenges that it had never faced before. The total number of vehicles built on the world’s assembly lines in 2020 and 2021 were significantly lower than the years before. That put a sharper point on the popularity of certain color spaces around the world, while knocking some perennial favorites down a few points.

To be sure, the achromatic colors – white, black, gray, and silver – are still the most popular. They have classic, timeless beauty, and a connection to both the environment and high technology. But some cracks are showing in their armor as new color spaces emerge.

As predicted by BASF’s designers years ago, blue is having a moment in the sun. Red is also rising – taking market share from the achromatic colors in many parts of the world. Even though the numbers are smaller, green and beige still show up in the data, and the colors aren’t the typical shades you might expect.

The data cited throughout this report represents the colors that were sprayed on new vehicles over the past year.

Widest diversity in automotive color



There's more color variation in Asia Pacific than in any other region in the world. Blue, red, and brown were the top 3 chromatic colors, staying in the same order as last year. Blue made the greatest gains. Overall share of black and gray were up, while top-ranked white was down, especially among SUVs.

The EMEA region saw a continuous improvement of the share of chromatic colors in 2021. More than 27% of all new vehicles were sprayed with a chromatic color, with blue leading the way. The amount of red was the highest in several years, with less white and black.

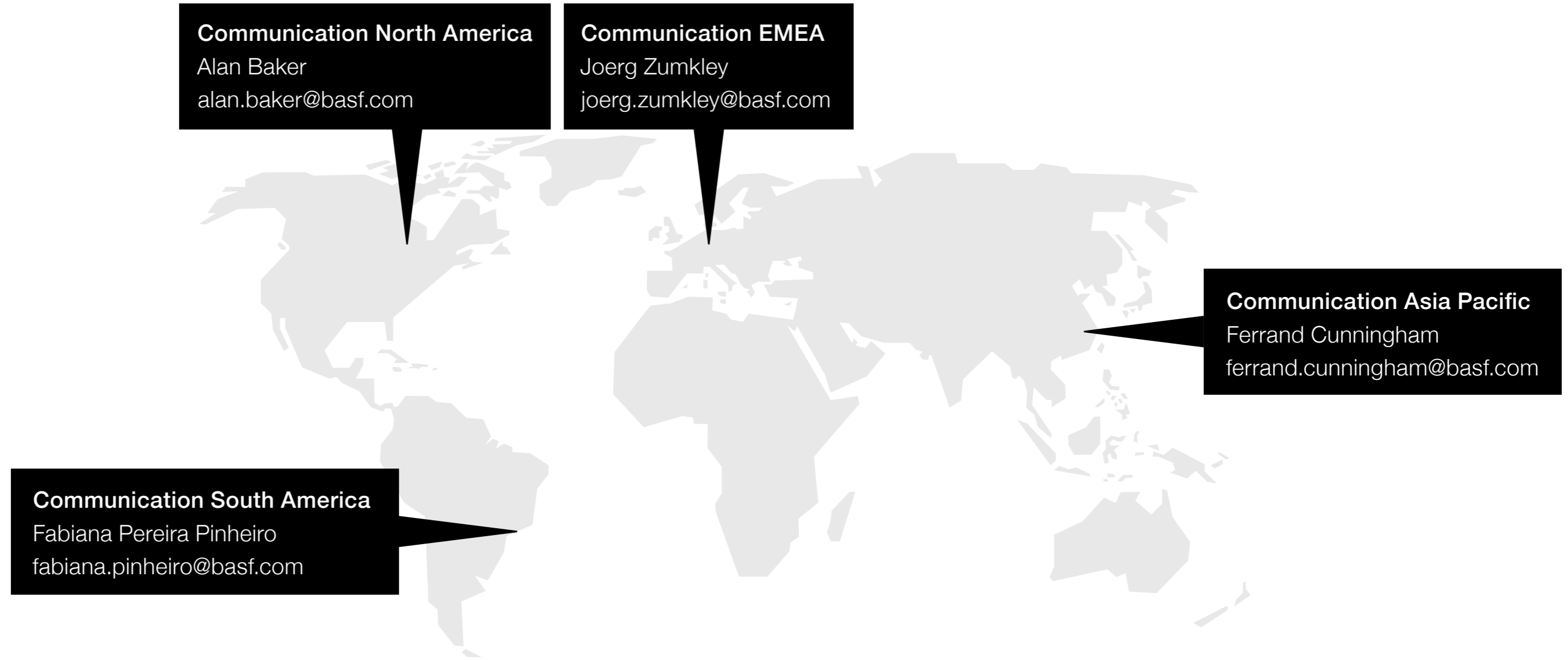
North America appears to change more rapidly than other regions. Blue is still the most popular chromatic color, but it's down slightly from last year. As BASF's designers predicted, its surge is passing. Growth of achromatic colors in North America is linked to the vehicle type, as automakers focused on their most profitable platforms (SUVs and trucks) in a down year.

Blue gained ground in South America, as automakers launched new models throughout the year. Orange, beige and dark blue also showed up despite the lower overall vehicle production. Defying the data seen in other regions, silver beat black among the achromatic colors.

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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Source: The color distribution referred to in the BASF Color Report 2021 for Automotive OEM Coatings was calculated by BASF's Coatings division on the basis of the available information regarding global automotive production and paint application to passenger cars.

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