

PRESSKIT

BASF's Coatings division presents NEW ARRAY Automotive Color Trends 22-23



**AUTOMOTIVE  
COLOR TRENDS**

A brand of BASF—  
We create chemistry

**NEW ARRAY HERE**



COLOR DESIGN AT BASF

## ESCALATOR TO A NEW ARRAY

It's time to open up to new perspectives and move on. Following the passage to a vibrant, yet undefined future you will not get around the NEW ARRAY collection from Automotive Color Trends by BASF for 2022-2023.

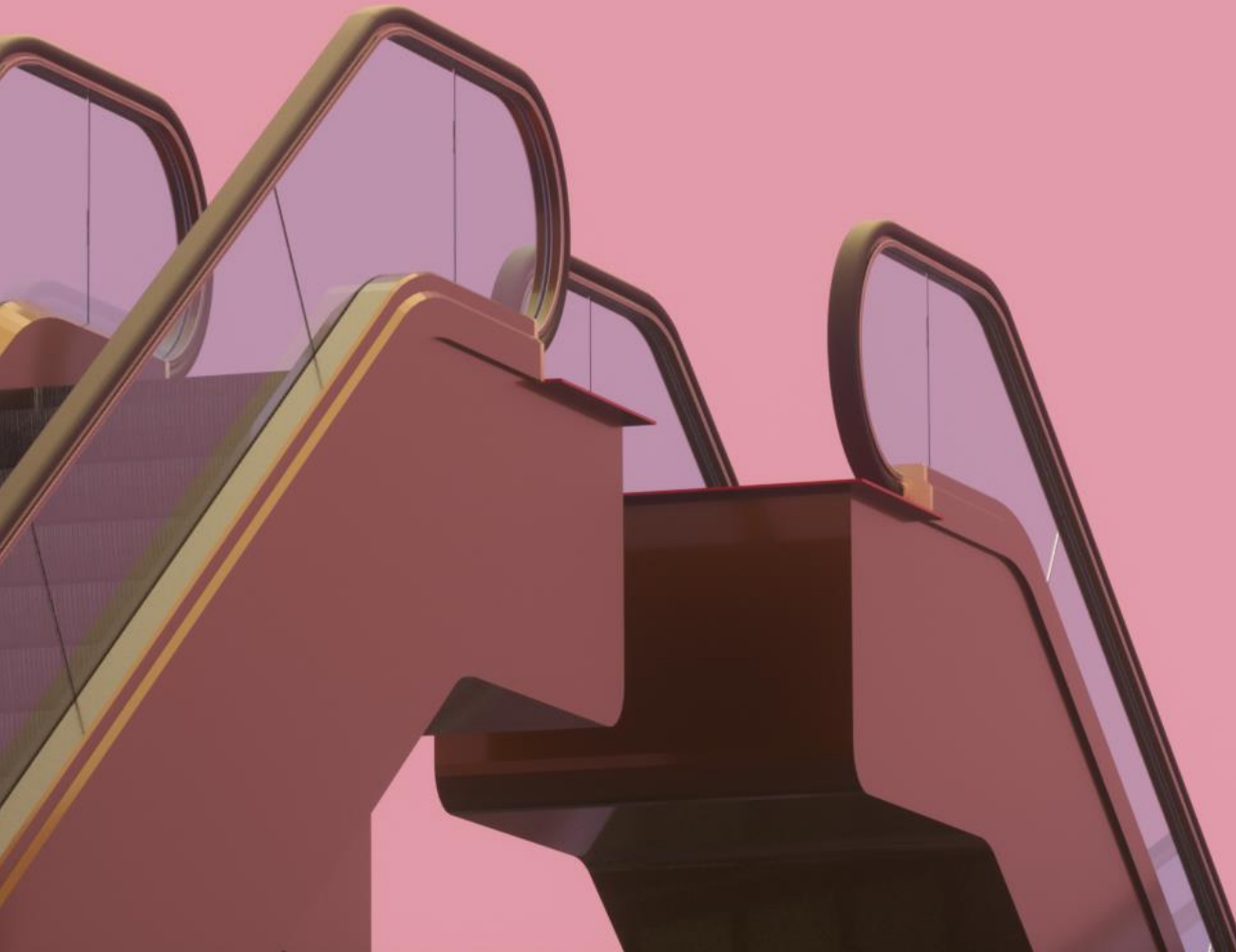
Each year, designers for BASF's Coatings division create a new collection to inspire automotive designers around the globe. The NEW ARRAY collection provides innovative shades with an increasing focus on sustainability and functionality, while still moving into new and exciting color spaces.

The collection title NEW ARRAY refers to the thoughtful process of ordering values and responding to new needs.

Think of it like being on an escalator. It's a mode of transportation that doesn't belong to the previous nor the next level taking you to a liminal space in-between. This collection immerses itself in that space to look forward at the future of mobility.

Our designers reinforce BASF's global leadership in color by independently researching trends and the forward-looking signals that influence those trends as they work to create cutting-edge shades. This year's palette, or some version of it, could be on the road or in your driveway in the next three to five model years.

It's a NEW ARRAY of color from BASF.



## THE SPACE IN-BETWEEN

BASF's designers explored vibrant in-between spaces in the trend landscape. They observed and analyzed different trend areas where a reorganization is taking place in people's minds and a new array of values is about to take shape.

The transition from real to virtual spaces of action is one of the key drivers in this process of change. The blockchain as a forge for virtual values also brings forth a new, more open understanding of value that will fill virtual treasure troves in this exciting space in-between.

The meaningful application of virtual tools and systems allows their benefits to society to become clear. Complex virtual models and visualizations on societal topics, but also easy-to-use apps open up targeted and sustainable action potentials for social change.

Even the search for individuality cannot be pinned down to ideals in this process of change. In the context of more virtual spaces for action, a stronger sense of self-determination and a new array of possibilities for expression are also developing.

## ABOUT THE COLLECTION

The color collection NEW ARRAY takes up the idea of the in-between space and goes in multiple directions.

The color mood of moderate shades and tones continues with delicately designed effects to meet each color space.

On the other hand, colors with brand-new, bold looks show their outstanding character in concept and effects. There is a focus on violet and plum color shades, pastel apricots and yellowish tones introducing a new almost non-automotive range of colors.

Darker colors show a characteristic deepness and colorful complexity through surprising effects which show in the light.

The area of beige colors offers a broad variety combining elegant and subdued color positions with exciting color shifts and matte surfaces.

More importantly, BASF's designers back up their global leadership in color by also focusing on sustainability and technology, which are important drivers for the automotive industry. This technology can deliver both ecological advancement and sophistication.

# NEW ARRAY 2022-2023 AUTOMOTIVE COLOR TRENDS



## VISIONS OF PROGRESS

Society is grappling with its directional pull, whether to move in a radically different aesthetic without losing touch with sophisticated appearance and compelling effects. Visions of progress emanate through the Americas colors with depth, texture, and compatibility.

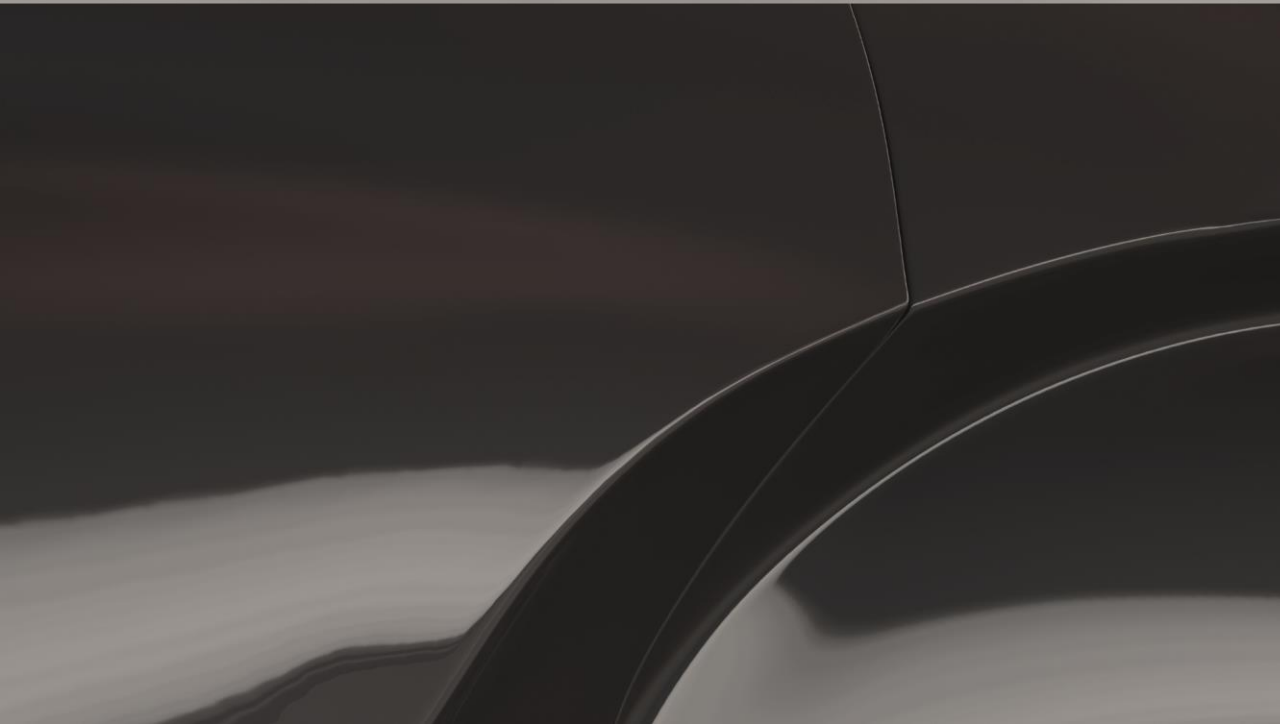
Expressions of natural and simplified options beckon both individuals and communities to embrace liminal spaces. Dealing with a plethora of emotions and conditions associated with both individual and communal identities, one may find solace and acceptance beyond the typical confines of tangible life. Moving through the liminal uncertainty may ultimately provide grounding and opportunities to see into the future.

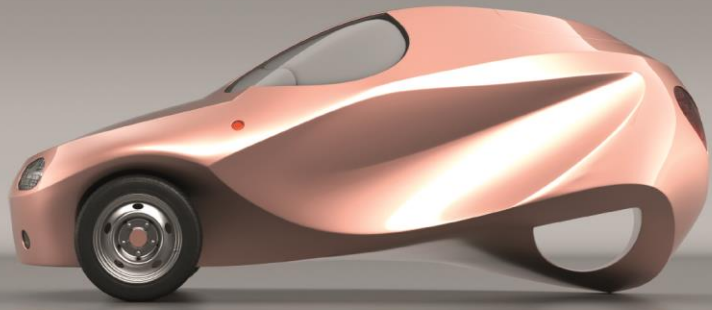
### LAVA

#### KEY COLOR AMERICAS

The key color for the Americas sits at the crossroads of high technology and sustainability. LAVA is a new and infused deep and layered color in the black color space. At its base is a deep charcoal gray that has a glowing redness in the deep effects. It's a testament to the myriad of possibilities that the viewer can experience when light dances on a coated surface.

LAVA also shows how technology can deliver both on the ecological and the sophistication fronts.



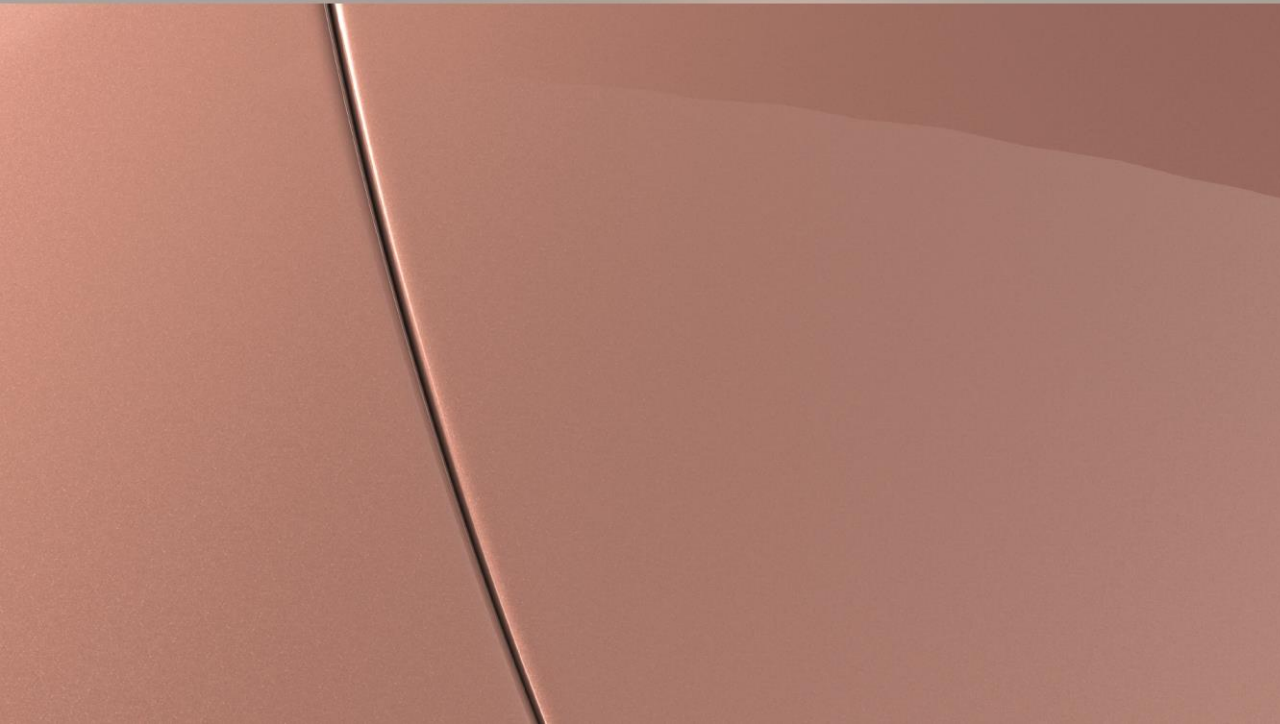


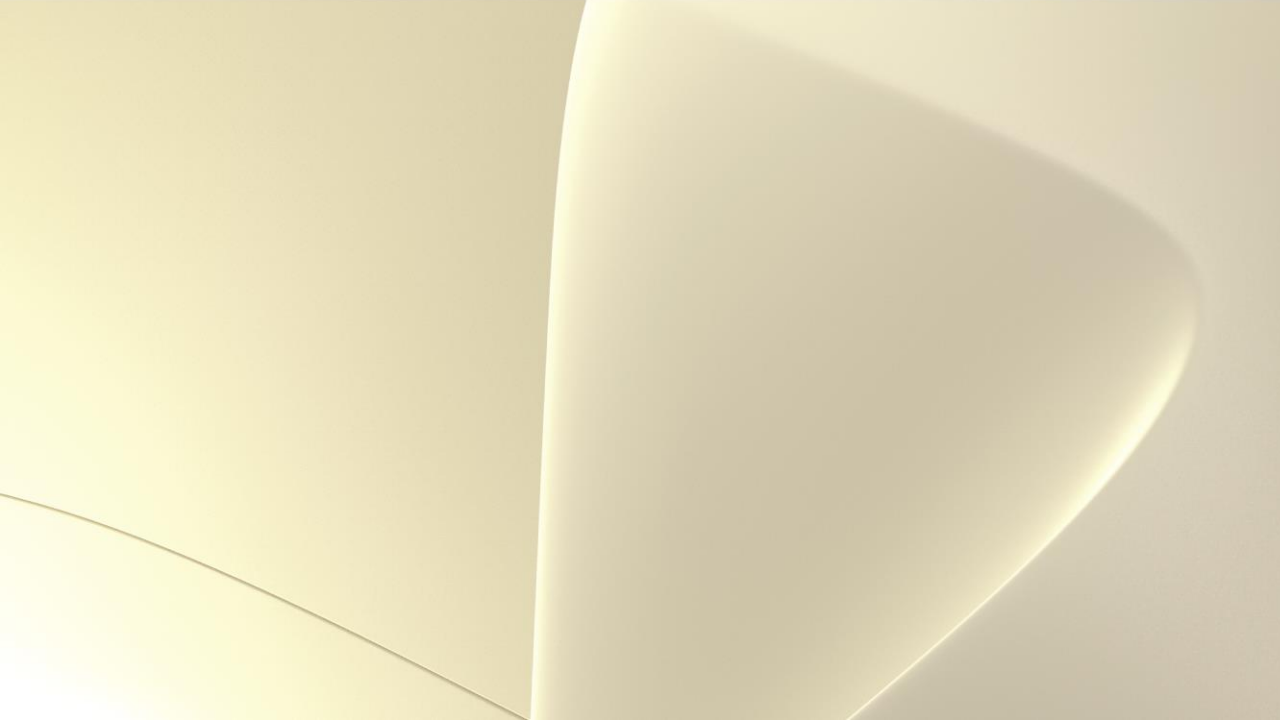
## COZY VALUES

### KEY COLOR FOCUS SOUTH AMERICA

The importance of precious metals for the South American region connects the beauty of natural elements to a graceful elegance, and more importantly, traditional metalworking crafts. The key color COZY VALUES exudes the pride of artisanal innovation, coupled with delicacy and nurturing care of a watchful master craftsman's eye. The coppery beige color has a brilliant shine for the small cars that are popular in the region.

COZY VALUES brings out the most that the space can offer.





## STANDING IN A LIMINAL SPACE

The threshold between real and virtual is now getting much smoother and more suitable to our life. We can experience a new world where people can reflect their intentions and preferences more.

Standing in a liminal space, the colors of Asia Pacific bring us comfort, happiness, spice, and solutions reflecting human individuality, which is expanding and gaining importance. They show people how to live gently and vividly with their own narratives.

AP's colors shape a positive and realistic future. They draw your own story allowing you to align with your colorful identity away from the social pressures.

## EFFLORESCENCE

### KEY COLOR ASIA PACIFIC

We are in a liminal space with open minds and ideas. That is what inspired the concept of the Asia Pacific key color, EFFLORESCENCE. This pearl-like ivory is a new, fresh bloom of positive and exciting value. The color has an eco-friendly process and emotional feel, forging a new narrative in sustainability and identity.

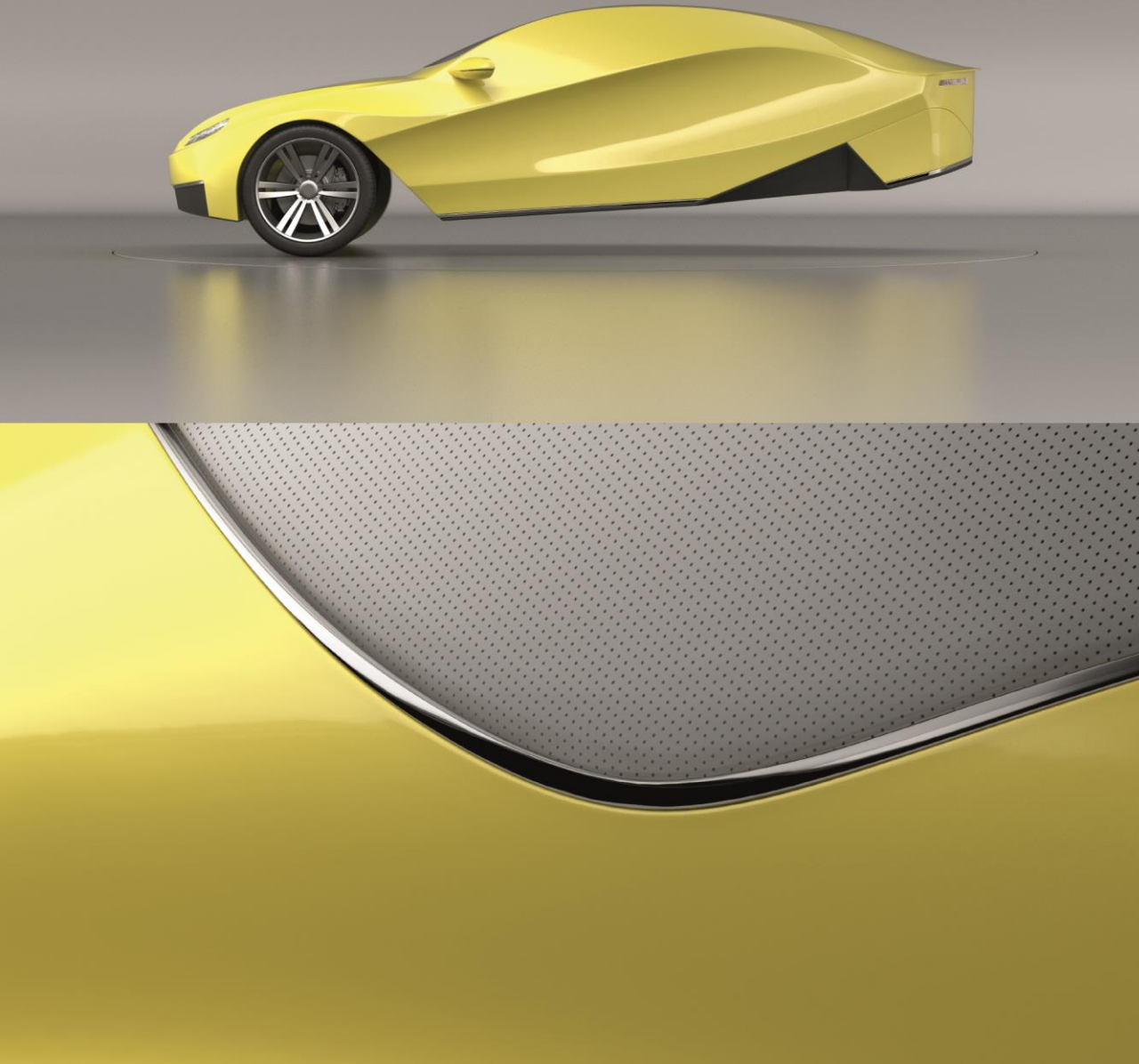
EFFLORESCENCE talks to us with its unique tactile response.

## RAN RAN

KEY COLOR FOCUS CHINA

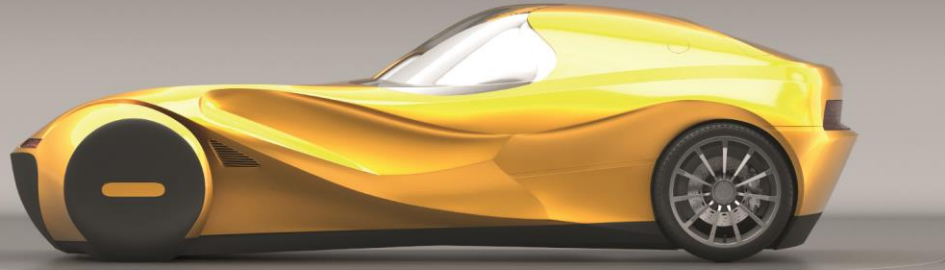
RAN RAN, in Chinese, describes a laid-back look, unwilling to argue. It shows nothing except the new perspectives to look the world/surrounding in transition. Interpreted into a trend color for the Chinese market, it begins with the brightest primary color, a rich, modest yellow. It's not too warm or too harsh, neither loud nor soft. Refined white sparkles soften the brightness, enhancing the contrast with the shade. It goes perfectly on a sporty or futuristic car.

Neither rules nor clue, RAN RAN evokes the ability to act in conjunction with the flow and energy of the universe.





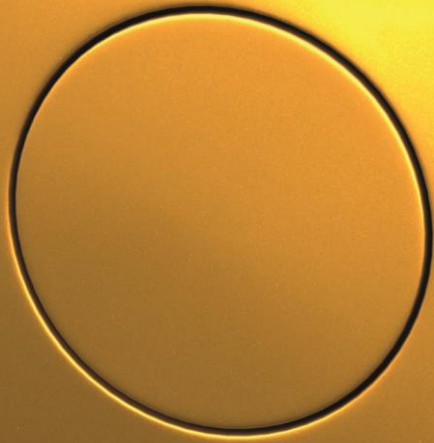
## OPENING THE DOORS OF POSSIBILITY



The colors of Europe, Middle East and Africa reach high chromaticity with spectacular new pigments - enabling beautiful and intense new shades. The doors of possibility are wide open – showing us the extreme range of color, hues, and effects for automotive surfaces.

The darker tones are fine and smooth. Neutral color shades play with a virtual look by adding subtle color information. Effects are there to support the idea and visual impression, but still make it unique and quite special.

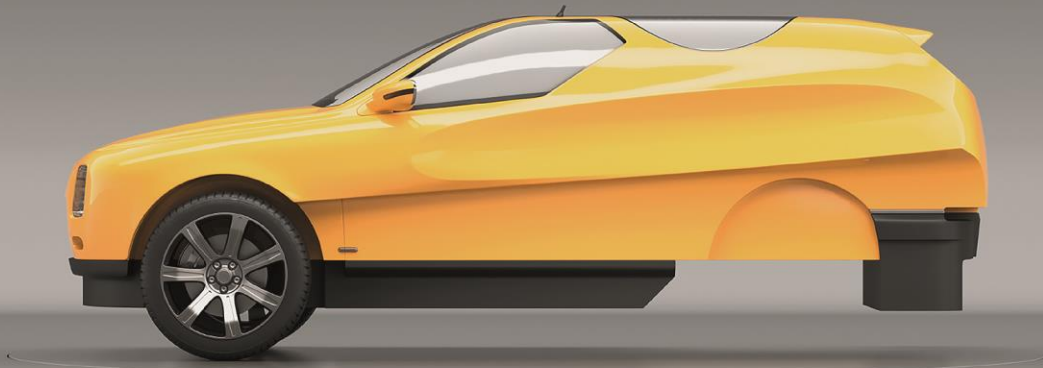
Overall, identity is shown not only through uniqueness, but also in the ability to subtly extend the already unique character of diverse color positions or effects.



### MINTED GOLD

KEY COLOR EMEA

Gold is always considered a precious metal in the universe. The color MINTED GOLD shows how this value can be translated into the digital age. It comes as a strong, shiny metallic gold. A color value that was not only forged for the car owners of the future.



## GRAVATAR

KEY COLOR FOCUS EUROPE

A color with a of significant weight of innovation - a real earth color. The regional key color known as GRAVATAR contains fine natural earth. The bright yellow shade is based on a light ivory solid. This concept integrates a new matter into the concept of color. GRAVATAR certainly attracts your attention.





Industry leader in color design with studios in Asia Pacific (Yokohama/Shanghai), E M E A (Germany), Americas (Southfield)

Intense trend research ensures the most cuttingedge color design for the annual trend collection.

**Get inspired!**

## PRESS IMAGES FOR DOWNLOAD

### LAVA

Key Color - Americas



*LAVA on virtual shape AUVOT Mea*

### EFFLORESCENCE

Key Color - Asia Pacific



*EFFLORESCENCE on virtual shape AUVOT Lit*

### MINTED GOLD

Key Color - EMEA



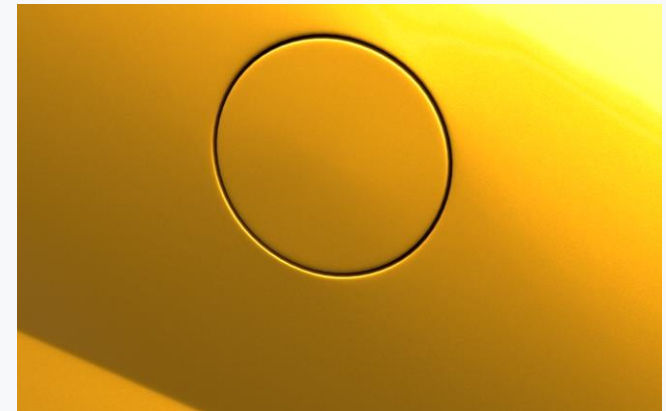
*MINTED GOLD on virtual shape AUVOT Sportif*



*LAVA on virtual shape AUVOT Mea (Detail)*



*EFFLORESCENCE on virtual shape AUVOT Lit (Detail)*



*MINTED GOLD on virtual shape AUVOT Sportif (Detail)*

## PRESS IMAGES FOR DOWNLOAD

### COZY VALUES

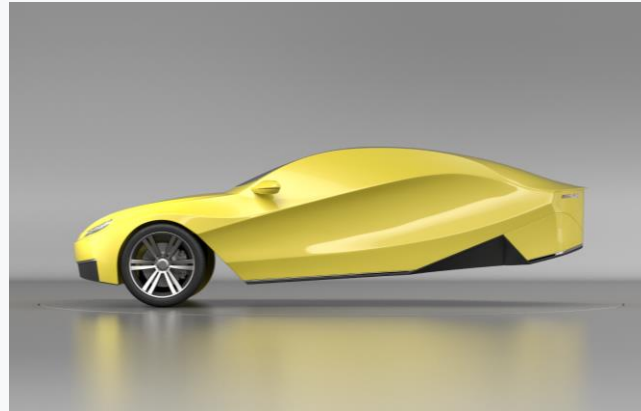
Key Color - Focus South America



*COZY VALUES on virtual shape AUVOT Lit*

### RAN RAN

Key Color - Focus China



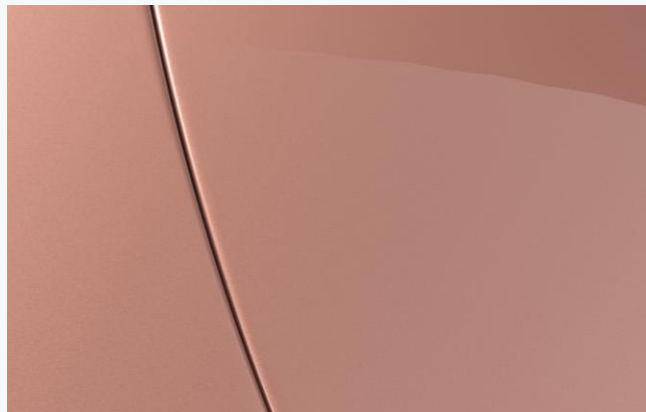
*RAN RAN on virtual shape AUVOT Mea*

### GRAVATAR

Key Color - Focus Europe



*GRAVATAR on virtual shape AUVOT 2x2*



*COZY VALUES on virtual shape AUVOT Lit (Detail)*



*RAN RAN on virtual shape AUVOT Mea (Detail)*



*GRAVATAR on virtual shape AUVOT 2x2 (Detail)*

NEW ARRAY 2022-2023 AUTOMOTIVE COLOR TRENDS



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