BASF
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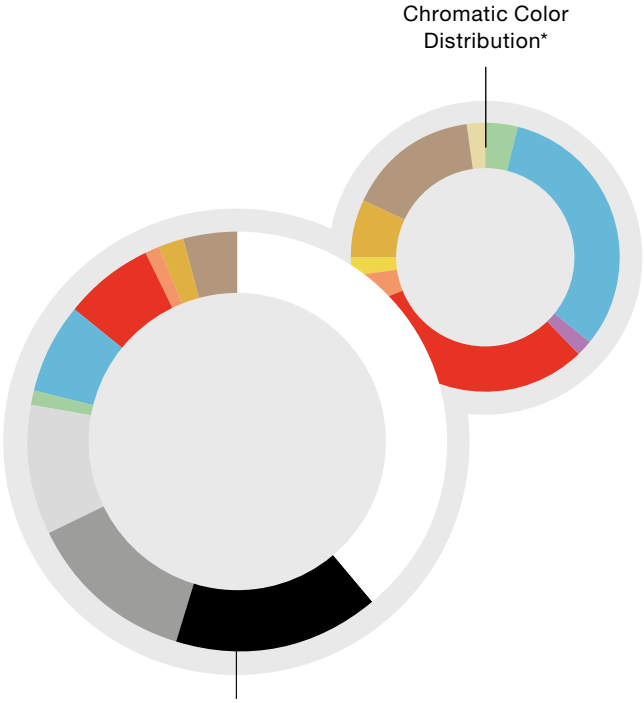
BASF Color Report For Automotive OEM Coatings 2017

Color Report 2017 – Global Overview

Most popular color for automotive worldwide

The BASF Color Report For Automotive OEM Coatings provides an overview of the popularity of colors in the global automotive market in 2017. The analysis comprises information about the markets in Asia Pacific, EMEA and North America, depicting the share of the most important color areas. The global perspective also provides an overview of the most important colors globally, showing a high share of achromatic dark colors for larger vehicles.



White 39%
Black 16%
Gray 13%
Silver 10%
Green 1%
Blue 7%
Red 7%
Orange 1%
Gold 2%
Brown 4%

Analysis

Every third car is white

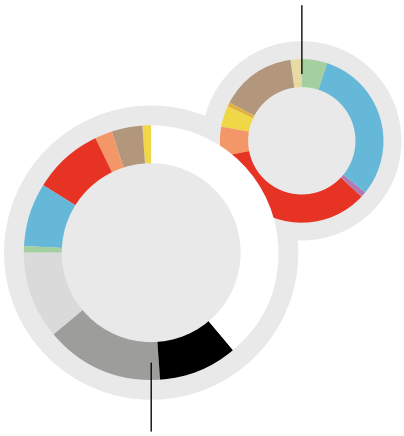
From a global point of view, white is still the No. 1 color in the automotive market. With a market share of almost 40 percent, white covers more than one-third of the overall car production. The color has retained its strong position in all segments. Together with black, gray and silver, the achromatic colors are still the most prominent ones in the global market. The chromatic colors show an almost equal share of blue and red and a considerably high share of brown. Within the range of chromatic colors, the “non-neutrals”, such as gold, orange, yellow, violet and green, account for a quarter of the market. This means that in 2017 every fourth car with a chromatic color left the factory in a “non-neutral” color tone.

*Some colors are shown only in the chromatic color range because their percentage is too low.

Overview of automotive segments

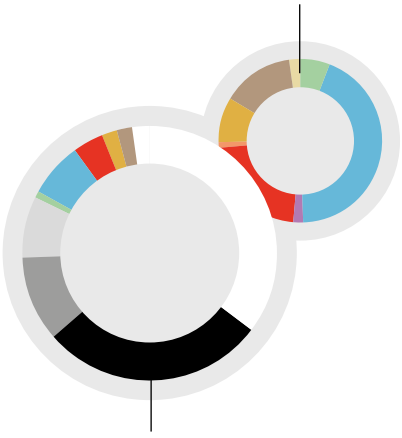
The global overview of the car segments shows that the range of achromatic color comprises a major share. The smaller the car segment, the brighter the color palette. White is globally one of the most popular colors in all segments, while in the large car segment, one-third of the automobiles leave the factory in black. In the chromatic color range, blue is the No. 1 color within all segments, followed closely by red.

Subcompact



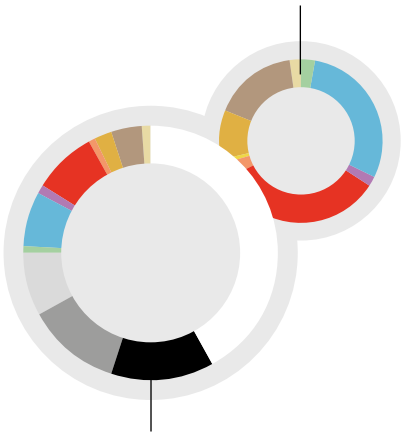
White 39% · Black 10% · Gray 15% · Silver 11% · Green 1%
Blue 8% · Red 9% · Orange 2% · Brown 4% · Yellow 1%

Midsize



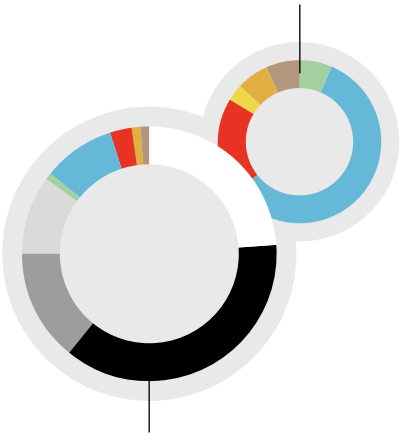
White 36% · Black 29% · Gray 11% · Silver 8% · Green 1%
Blue 7% · Red 4% · Gold 2% · Brown 2%

Compact



White 42% · Black 13% · Gray 12% · Silver 8%
Green 1% · Blue 7% · Violet 1% · Red 8%
Orange 1% · Gold 2% · Brown 4% · Beige 1%

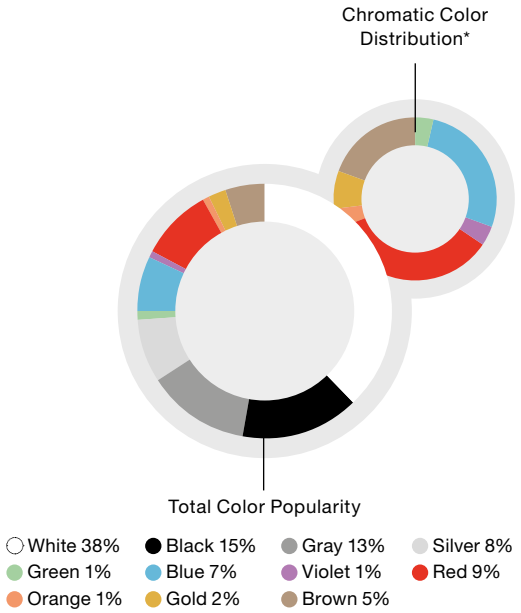
Large + Large-Plus



White 24% · Black 37% · Gray 14% · Silver 10% · Green 1%
Blue 9% · Red 3% · Gold 1% · Brown 1%

*Some colors are shown only in the chromatic color range because their percentage is too low.

SUVs



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Focus topic – SUV

Booming segment – more colors

The SUV segment shows a strong dynamic globally. With increasing sales numbers and new models, SUVs take on a leading role with regard to the growth figures of the global automotive market. Consumers worldwide appreciate the innovative designs and functionalities of SUVs. While white and black are still strong colors within this segment, chromatic colors like red and blue and especially brown are gaining in importance in the SUV color palette. This mirrors the expected increase and diversification of the model range of these robust vehicles. The regional BASF color reports offer a special analysis of SUVs and further information on the regional backgrounds and differences among the regional markets.

Regional reports

An in-depth look at the regional markets

With its Color Reports For Automotive OEM Coatings, BASF provides a profound analysis of color popularity on both global and regional levels. The focus on the regions generates a deeper understanding of the respective markets and its color drivers. Along with the overall color distribution and the segments analysis, the regional color reports of Asia Pacific, EMEA and North America provide background infomation on trend drivers and the latest developments of automotive colors in the regions.

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Source: The color distribution referred to in the Color Report For Automotive OEM Coatings was calculated by BASF's Coatings division on the basis of the available information regarding automotive production and paint application to passenger cars globally. The report includes the regions of Asia Pacific, North America and EMEA.