



# BASF European Color Report For Automotive OEM Coatings

DOWNPOUR

**BASF**  
We create chemistry

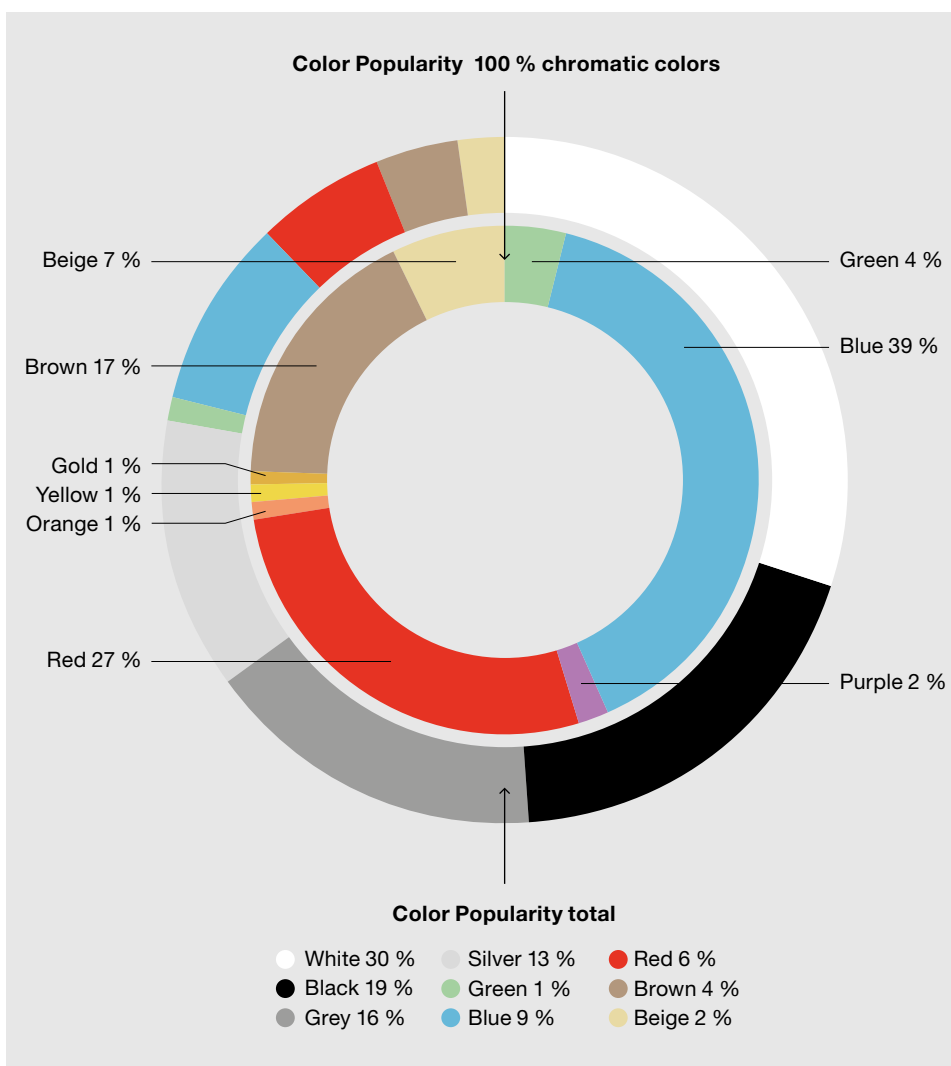
# No. 1 in Color

## BASF European Color Report For Automotive OEM Coatings

Practically no other factor determines the effect of a car the way its color does. Colors turn vehicles into emotional products. BASF offers automotive manufacturers innovative color concepts. Bringing color on the roads is the goal of BASF's Coatings division. With the annual Color Trend Collection, BASF predicts the colors that will play a role for cars in the future. The colors from the trend collection serve as starting points and indicate key color areas. BASF is one of the world's biggest manufacturers of automotive OEM coatings and collaborates closely with the automotive industry. As Europe's market leader, BASF has keen sense of the automotive colors that were most popular with consumers in 2015.

### Megatrend white

The most frequent color used for automotive finishes in Europe is white, with 30 percent of the car buyers choosing it. The megatrend was first seen in furniture and stylish high-tech products. Since 2007, the percentage of vehicles with a white finish on European roads has risen continuously. White already enjoyed a heyday as an automotive color back in the mid-1980s. Then, as now, this trend was accompanied by a preference for white interiors. The enthusiasm for silver reached its zenith around the turn of the millennium. The metallic color stood for state-of-the-art technology and computers.



“Giving cars a white finish is very demanding, because with today’s colors, which contain glossy and shimmering particles, the vehicles require an extra coat of color – and that requires a second basecoat layer.”

Mark Gutjahr, head of Design Europe at BASF

### Europe's leader for chromatic colors

Developments in the color world are particularly apparent outside the range of the staple colors black and silver. As Europe's leader in all aspects of color, BASF has taken a closer look at the specific colors used for cars when the achromatic range is excluded. Among the chromatic colors, blue is the most popular color on Europe's roads, at 39 percent, followed by red at 27 percent and brown at 17 percent. The return to "natural products" is a megatrend in Europe, not just when it comes to food, but also with respect to the colors used for automotive finishes in 2015. The brown trend predicted by the BASF experts years ago can be seen across all types of cars. Nuanced browns and coppers enrich the color palette. And the popularity of beige, a nuance of brown, rose to 7 percent. This is also the case for the natural color green, whose share is at 4 percent, while purple is used for 2 percent of all cars finished with chromatic colors. The remaining percentages of cars with bright color finishes involve yellow, gold or orange.



### We drive color

The strongest chromatic color across all vehicle types is blue. Grayish-blues also play an important role. With the help of color and special-effect pigments, such as metallic effects that darken the surfaces and highlight light edges, they outline the form and underscore the angles, edges and sidelines of the body. Large cars have the highest share of blue and the lowest color diversity overall. When various types of cars are compared, the percentage of brightly colored cars is highest among small cars, while the use of black increases in line with vehicle size. Black varies from 14 percent for small cars to more than twice this amount – 34 percent – for large cars. Brown is popular for SUVs. Blue and red are the most popular colors for sports cars and convertibles.



The design team at BASF's Coatings division

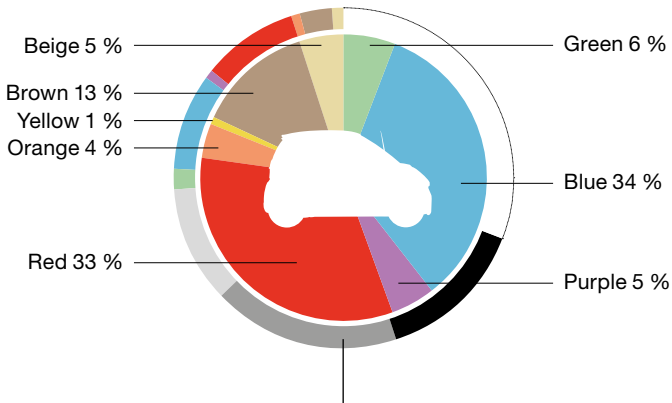


**“On sports cars, brash colors make a simply outstanding impression and have a long tradition thanks to car racing. In contrast, sedans make a more luxurious impact in dark colors like a black or dark blue with all kinds of effects.”**

Florina Trost, Color Design BASF Europe

# Color Popularity by Automotive Segments

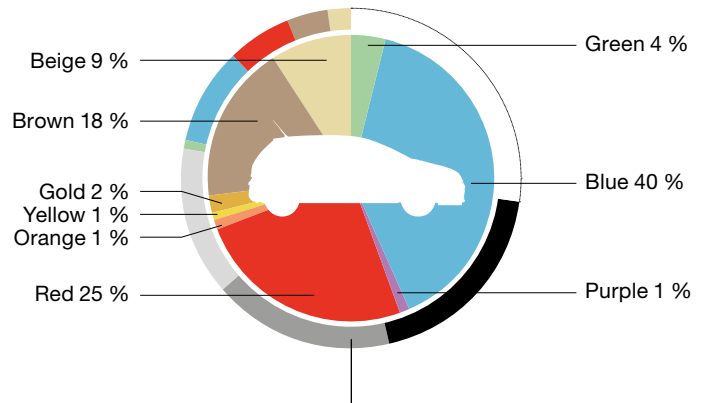
## Sub-Compact



Color Popularity total/with achromatic colors:

- White 31% ● Black 14% ● Grey 18% ● Silver 11% ● Green 2%
- Blue 9% ● Purple 1% ● Red 9% ● Orange 1% ● Brown 3% ● Beige 1%

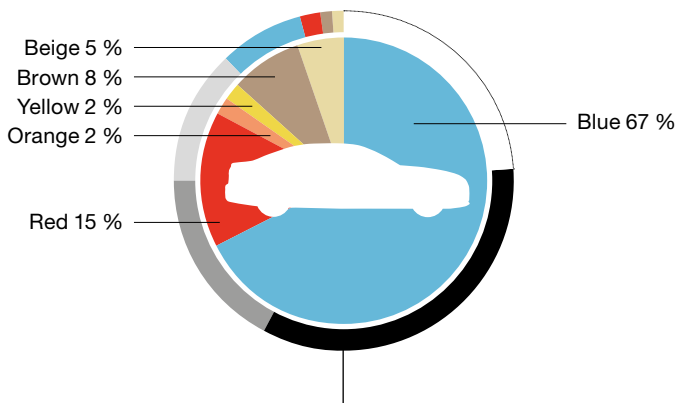
## Compact + Midsize



Color Popularity total/with achromatic colors:

- White 27% ● Black 19% ● Grey 17% ● Silver 14% ● Green 1%
- Blue 9% ● Red 6% ● Brown 4% ● Beige 2%

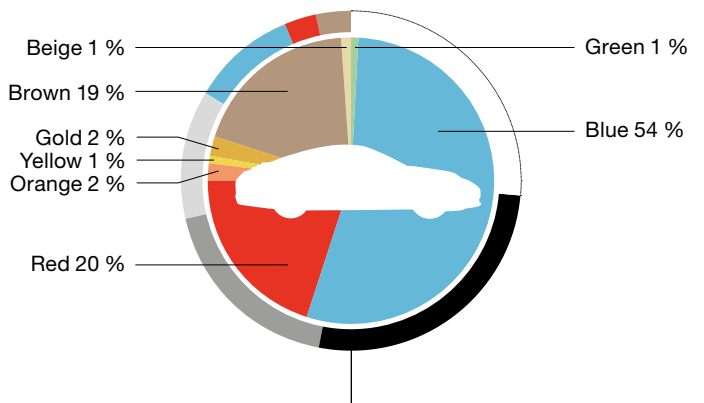
## Large + Large-Plus



Color Popularity total/with achromatic colors:

- White 24% ● Black 34% ● Grey 17% ● Silver 13% ● Blue 8%
- Red 2% ● Brown 1% ● Beige 1%

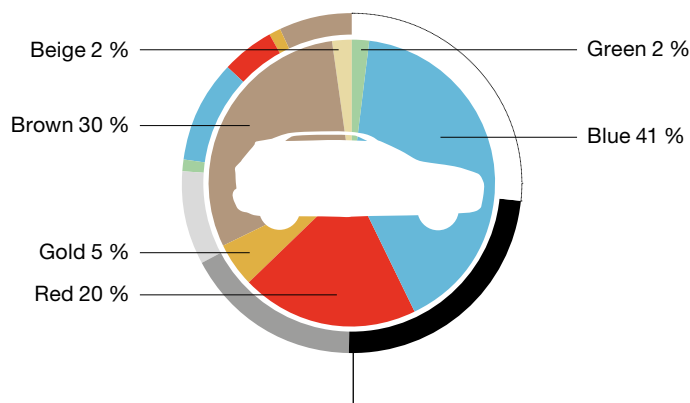
## Sporty + Convertible



Color Popularity total/with achromatic colors:

- White 26% ● Black 26% ● Grey 18% ● Silver 12% ● Blue 10%
- Red 3% ● Brown 3%

## SUV



Color Popularity total/with achromatic colors:

- White 27% ● Black 24% ● Grey 17% ● Silver 9% ● Green 1%
- Blue 10% ● Red 5% ● Gold 1% ● Brown 7%

## Special effects

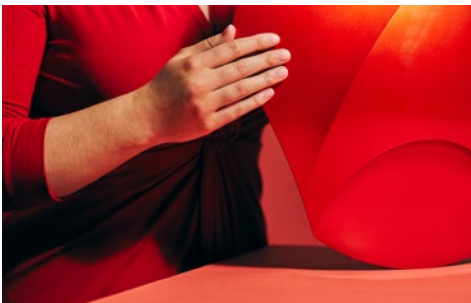
When it comes to color layers, there is a difference between solid-color and special-effect coatings. For the special shimmer of the pearl effect, so-called mica-effect materials are responsible. The metallic effect is created with aluminum particles.

When targeted special effects are added, the achromatic colors such as black, silver and white in particular develop a completely individual color behavior. They visually highlight the car body's geometry and open up a new dimension for these colors. Special effects do not cause a vehicle's color to change completely, but they offer viewers a different color experience depending on their viewing angle. Fifty-five percent of the cars produced in Europe are finished with metallic coatings and 16 percent with pearl-effect coatings, while 29 percent sport a solid color.



“Basically, for years, the differences have only been between solid, pearl-effect and metallic. Now, we are starting to see a lot of movement. The deliberate interaction between color and special effects is making automotive colors more complex and multifaceted. This development will continue to accompany us for a few years. We haven't yet exhausted the potential in the special-effect palette.”

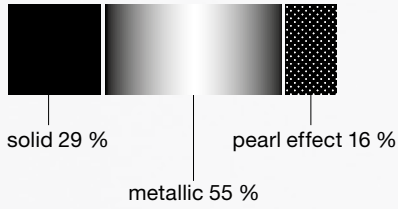
Mark Gutjahr, head of Design Europe at BASF



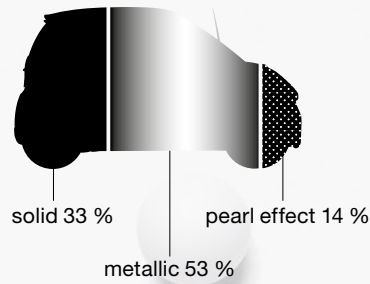
Not only the color diversity, but also the distribution of the effects varies among the vehicle segments. The larger the car, the higher the percentage of metallic paints. Across all segments, the metallic paint is the most frequently used special-effect paint. Large cars have the lowest percentage of solid-color coatings, at 20 percent; and at the same time, have the highest percentage of metallic colors (66 percent) in the cross-segment comparison. Small cars have the highest percentage of solid-color coatings (33 percent). SUVs have the highest percentage of pearl-effect coatings (22 percent)

# Color Popularity by Automotive Segments

## Total Distribution



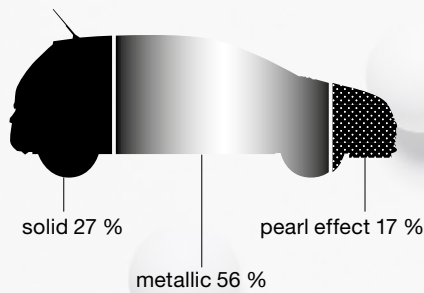
## Sub-Compact



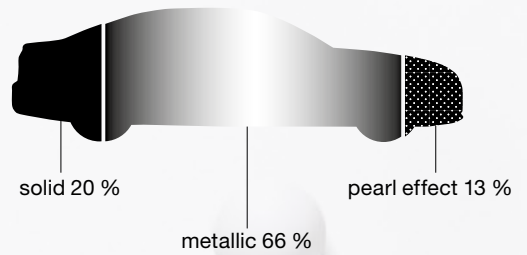
### Solid

Within the solid coating no effect pigments are used.

## Compact + Midsize



## Large + Large-Plus



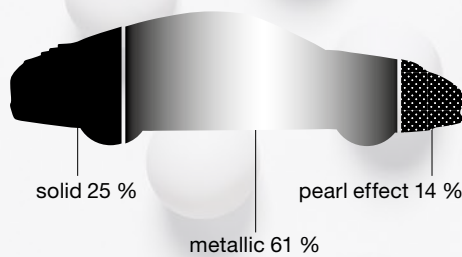
### Metallic

A metallic effect is created by means of fine or coarse aluminum particles mixed with the paint. It evokes a metallic color impression.

### Pearl Effect

Pearl mica pigments generate a multicolor shimmer.

## Sporty + Convertible



## SUV

