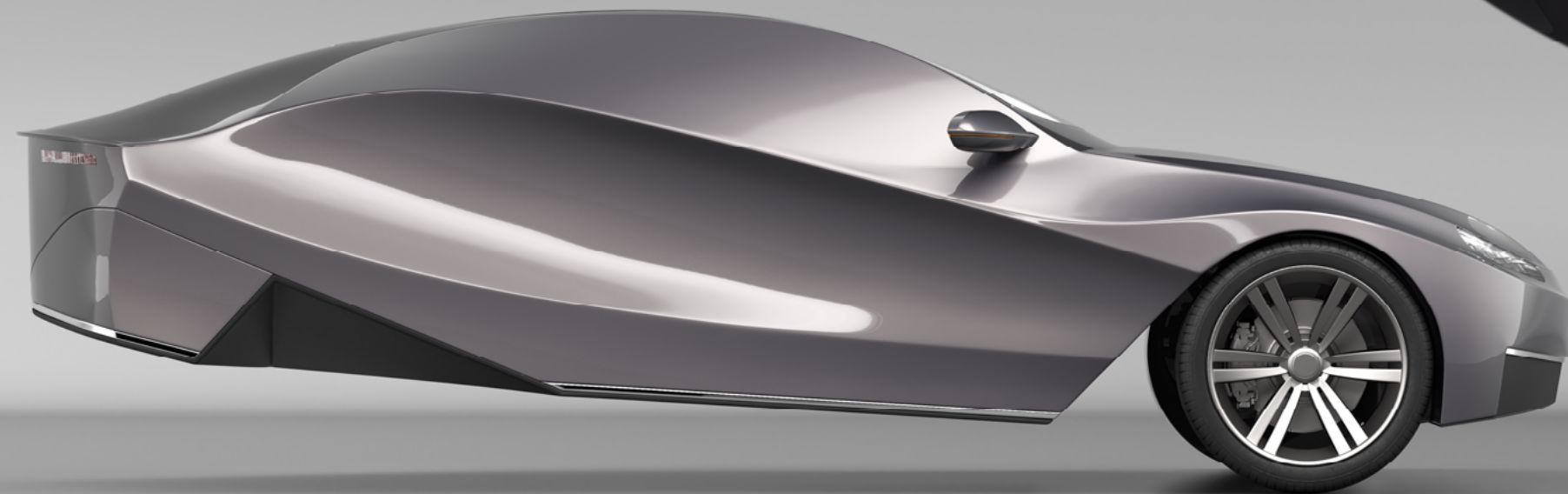



BASF Color Report 2022 for Automotive OEM Coatings

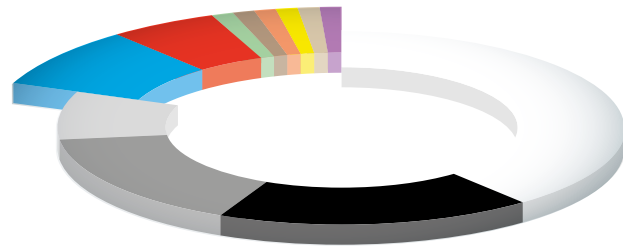


In a back-and-forth color landscape, achromatic colors are stealing market share back from chromatic colors

White +2
 Black +1
 Gray +1
 Violet +1



GLOBAL OVERVIEW



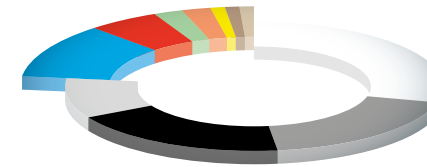
White 39%	Blue 8%	Orange 1%
Black 18%	Red 5%	Yellow 1%
Gray 16%	Green 1%	Beige 1%
Silver 8%	Brown 1%	Violet 1%

- Achromatic colors (white, black, gray, silver) were the favorites
- White was the most popular global color in 2022 for light passenger vehicles
- Chromatic colors (orange, yellow, violet, and green, etc.) gained market share

Blue -1
 Red -1
 Green -1
 Brown -1
 Gold -1



EMEA OVERVIEW



- Black and white dominating
- Yellow, orange, and green all gain volume

ASIA PACIFIC OVERVIEW



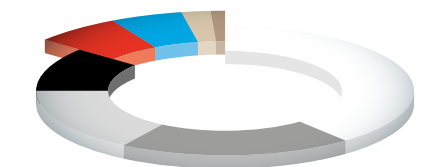
- Achromatic colors increased
- Gray showing great depth and breadth of shades and effects

NORTH AMERICA OVERVIEW



- Chromatic colors are up slightly, as the only region resisting the global tendency
- North America has a higher variety of colors, with shades like green and violet taking share from red

SOUTH AMERICA OVERVIEW



- Lightest region with high amounts of silver, beige, and white
- Smallest share of black, and trending toward neutral 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 on 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.

