

SUPER
POSITION
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**AUTOMOTIVE
COLOR TRENDS**

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COLOR DESIGN AT BASF

Become part of an extraordinary phenomenon: a SUPERPOSITION of Automotive Color Trends by BASF for 2021-2022.

Each year, designers for BASF's Coatings division create a new collection to inspire automotive designers. Delving into new color spaces, they also consider the growing demand for sustainability and functionality.

This year's collection is called SUPERPOSITION. A phenomenon from quantum mechanics, it defines a state where the limitation of binary systems is overcome.

In other words, things aren't just black or white, heads or tails, one or zero. The world has an uncountable number of variations in-between. This collection immerses itself in those variations.

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

It's a SUPERPOSITION of color from BASF.



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UNLIMITED VOCABULARY - ENDLESS DIVERSITY

Think of a spinning coin to capture the idea: you can see heads and tails at the same time, along with everything in-between. Opposites can coexist without interference or disturbance. Opening up, they can be both at the same time for the moment of SUPERPOSITION.

When you enter that level, you benefit from an unlimited vocabulary of design, which can be playful and serious, comfortable and disturbing, or clear and chaotic all at the same time.

Technological, societal, and individual progress lead the way. Effects and shades show how this idea of simultaneity and diversity translate into an endless array of hues, texture, and surface structure for automotive paint.

What is perfect for you might not be perfect for me, so we want to incorporate that into how we think – and how we work – to have a higher level of understanding and responsibility for the diverse world we share.

SUPERPOSITION confronts you with unexpected vantage points. A whole new world unfolds within a well-known setting, and its character evolves with every new view that you experience. We can see color from new angles that are fresh and meaningful.

There is not a before or after, there is only the NOW with its endless boundaries.

BASF's designers researched and defined the trends, then conceived color spaces that are unique, strong, and different. The result is our global key colors of MOBIUS, SPECTORA, and LAMBENT EARTH. Read on to experience them!





Region Americas

THE CONCEPT OF BALANCE

In contrast to previous trend collections that explored extremes in texture or color, this year's theme looked to the concept of balance for the inspiration of the region Americas.

We found the equilibrium between the natural and the synthetic world to create calming, unwavering, and thought-provoking colors. They draw the viewer into unique sensations that operate on multiple non-binary levels.

The result is collection of colors generated with pigments and effects that give the sensation of being anchored to a timeless color space yet stay fresh and unconventional.

Some have a flashy glint overlaying a subdued pastel. Some emerge from darker voids. Some have hyperfine flakes evoking softness. All beckon one to discover something new about oneself.



Region Americas



LAMBENT EARTH

Key Color – Americas

The key color for the region Americas, Lambent Earth, presents the essence of the bountiful energy and fragility in the world, combining a fiery glow with a natural brown. The hue comprises flashy effects and deeply saturated colorants that extend beyond just being a pretty color; they're a testament to the myriad of possibilities attainable from the physics of light dancing on a coated surface.

The result is a balance that strikes a chord with human steadfastness. This color space anchors itself in optimism and resilience and shows the potential for humanity to move forward despite the challenges.

Lambent Earth superpositions the aesthetic with technology, elevating color into new dimensions.

Region Americas



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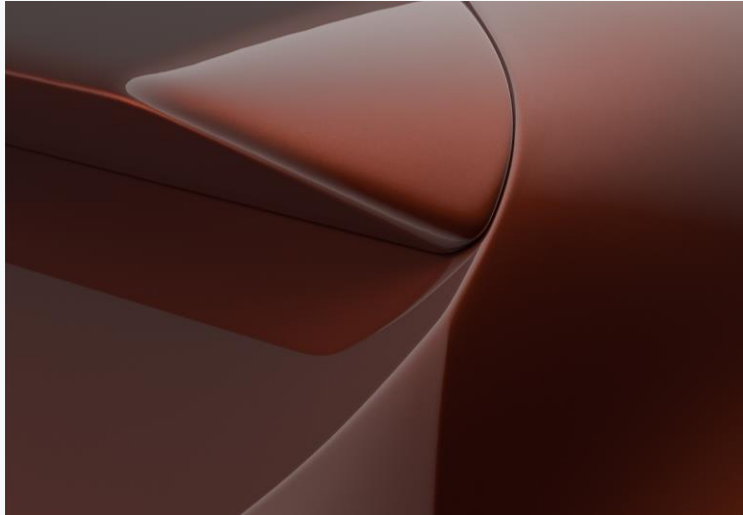
AMICABLE GLIMMER

Key Color – Focus South America

This tri-coat has a pale and soothing yellow position, coupled with a gentle shower of glass flake that shimmers over the surface.

The combination is unique and very expressive for the South American region, with a lot of potential for the 3-D shape of a vehicle body.

Key Colors - Americas



LAMBENT EARTH
Detail



AMICABLE GLIMMER
Detail



LAMBENT EARTH
on digital shape
Auvot 2x2



AMICABLE GLIMMER
on digital shape
Auvot LIT

RECHARGE AND THINK AHEAD

Asia Pacific saw societal change as its biggest trend for 2021. Many used the time they had to recharge, think ahead, and build energy for the future.

Out of a uniformity in thoughts, things, products and materials of the past came flexibility and freedom. Everybody and everything should be accepted – not only people, but also products and materials. Everything can be flexible.

Now we are away from the binary system. It's a SUPERPOSITION of society.

The collection for Asia Pacific is full of light, clean colors evoking the exciting shades of spring and the forward-looking hope they bring.

The colors have possibilities with no limits, and no end.



Region Asia Pacific



MOBIUS

Key Color – Asia Pacific

Asia Pacific's key color, Mobius, is a metaphor for a new way of thinking. It combines elements of light blue and warm brown. Mobius shows flexibility in different viewing angles with its unique color travel, in a society which has infinite possibilities opening up for everyone.

Besides its rational aspects of color hue and travel, it evokes a notion of mystery. It has no limits, and no end.

The overall SUPERPOSITION theme – many variations happening all at once – is summed up by Mobius and its unique mix of values and aspects.



Region Asia Pacific



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KNOWING IGNORANCE

Key Color – Focus China

China's key color draws inspiration from the idea that “the truth is deep and profound,” by the ancient Greek philosopher Democritus. Knowing Ignorance gives the viewer different perceptions of color depending on the angle at which they experience it.

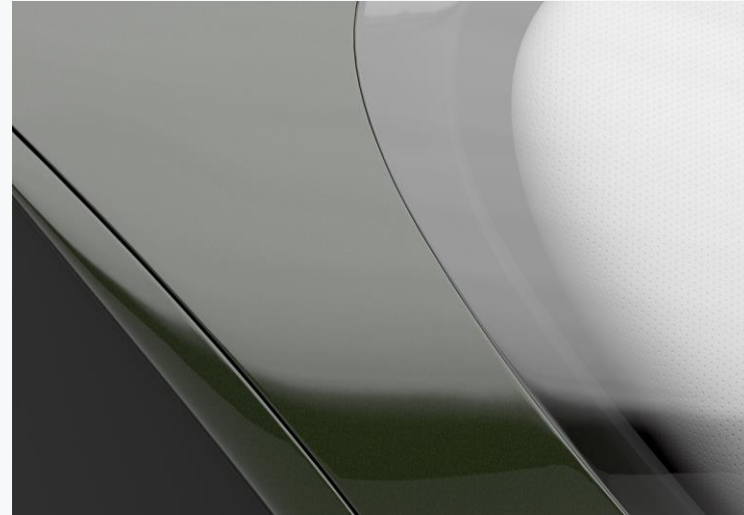
It begins with greenish sparkles on the light side, then moves to a warm and brownish space, and finally gives way to a reddish fill in its dark side – all showing on the same surface.

Human beings are always discovering and learning new things while challenging existing knowledge and breaking old rules. As China's car-buyers look for new individual expressions of color, Knowing Ignorance will stand out as deep and profound luxury.

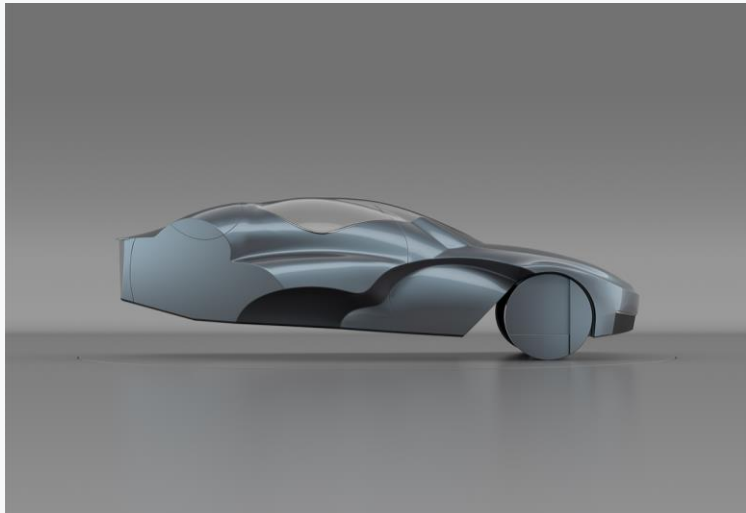
Key Colors - Asia Pacific



MOBIUS
Detail



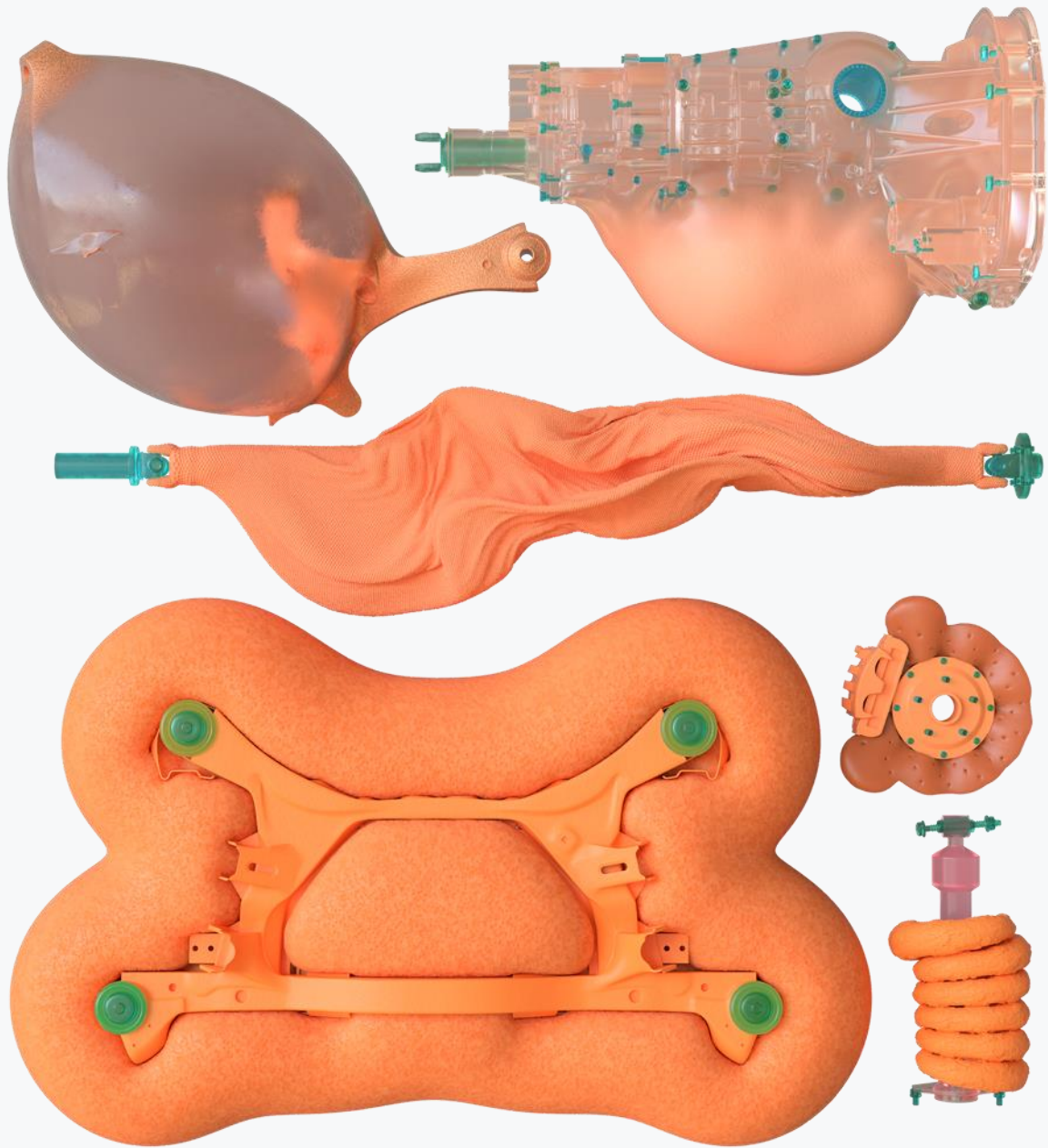
KNOWING
IGNORANCE
Detail



MOBIUS
on digital shape
Auvot MEA



KNOWING
IGNORANCE
on digital shape
Auvot SPORTIF



Region EMEA

EYE-OPENING COLORS

There's something happening in EMEA. Society has a responsibility to – and an understanding for – the multifaceted ways we live and how we work.

That idea of simultaneity of different influences carries over into EMEA's colors. They dare to be unique positions that are strong, distinct, and non-automotive.

The colors use partly known positions, but change them with the help of new effects, subtle color gradients or a specific sparkle behavior. Shades of gray change their colorfulness according to the angle of view, shades of blue are light, reflective and structure the surface. And sustainability is not automatically green.

Each color is approached holistically to take responsibility for the needs of the future.

These eye-opening and thought-provoking colors are a SUPERPOSITION of complex tones that are not always easy to understand.



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Region EMEA



SPECTORA

Key Color – EMEA

The key color for EMEA (Europe, the Middle East, and Africa) is distinct and different. Using a mid-tone pastel hue – not too aggressive or too loud – it shows its neo futuristic side: an orange straight shade offering a new technical look.

Spectora combines technical properties like organic pigments and production processes that reduce CO₂, by implementing the biomass balance approach by BASF, where energy from crude oil or gas is replaced by renewable sources.

It's a new way to approach color holistically, and Spectora's orange color reveals a balanced composition.

Region EMEA



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ELICITOR

Key Color – Focus Africa

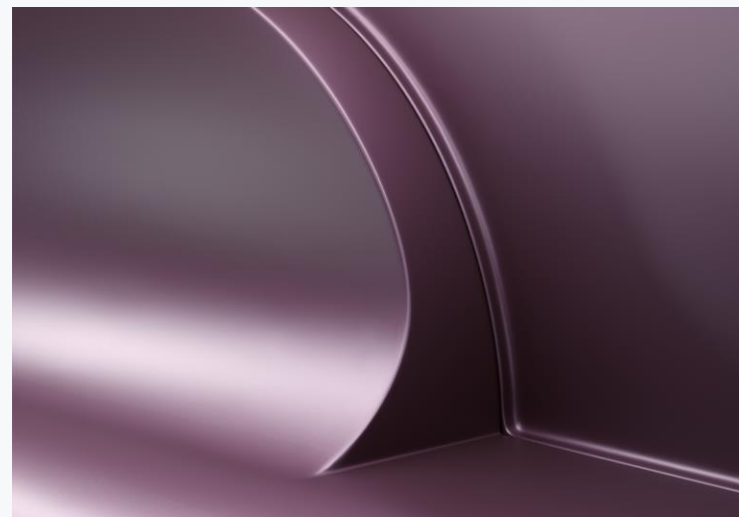
This key color is a localized look at the huge multiplicity of the continent of Africa. Elicitor is an earthy tone with a bluish tint and matte finish.

It's not a heritage-style, back-looking color space, but rather a new identity to transport the viewer to the future. It uses regional resources, combined with local experience and sophistication to live a modern life.

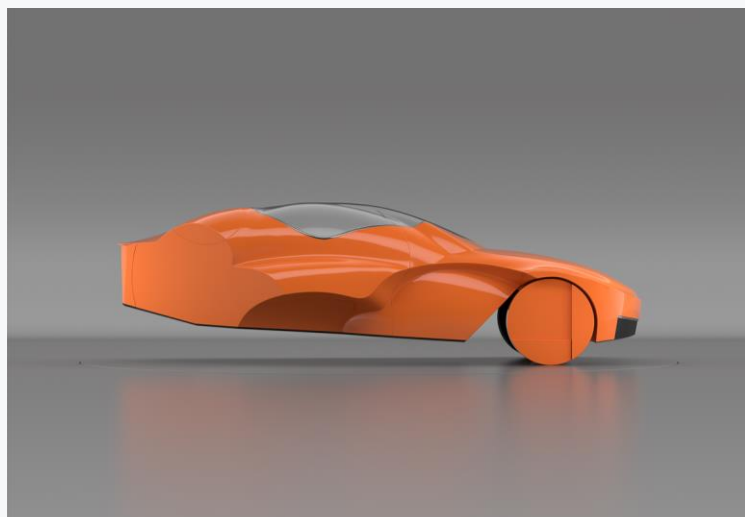
Key Colors EMEA



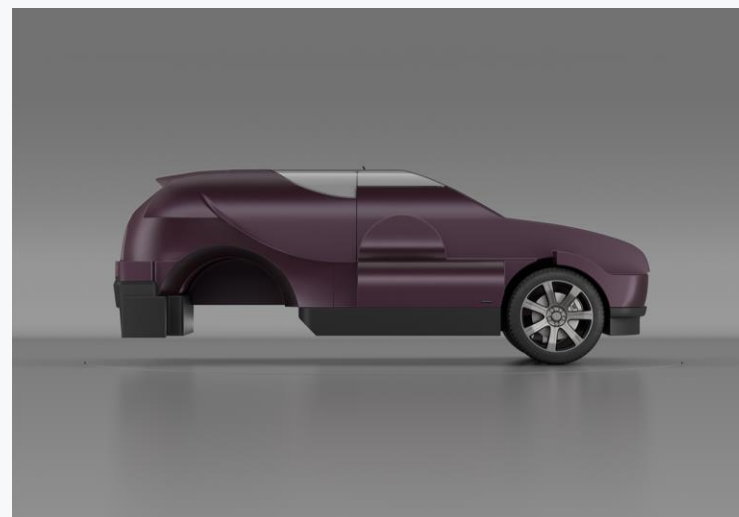
SPECTORA
Detail



ELICITOR
Detail



SPECTORA
on digital shape
Auvot MEA

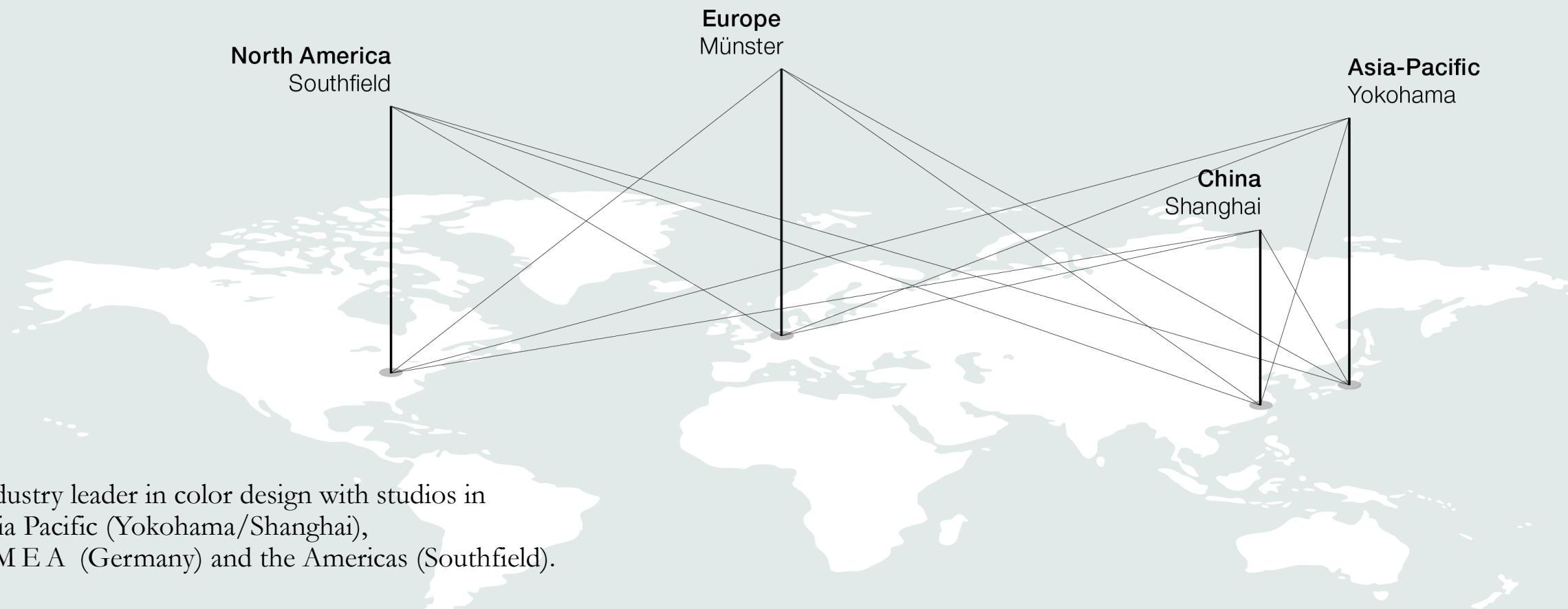


ELICITOR
on digital shape
Auvot 2x2



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

Intense trend research ensures the most cutting-edge color design for the annual trend collection.

Get inspired!

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