



GLOBAL COLOR COLLECTION 2016/17

PARALLAX – Mending two perspectives into one big picture

Ready to change perspectives? BASF's 2016-2017 edition of Automotive Color Trends, entitled Parallax, focuses on a phenomenon each of us has experienced while looking out of a moving car. While trees at the edge of the road seem to rush by in blurry streaks, the landscape farther away is much easier to make out and enjoy. Two perspectives that, taken separately, create two completely different perceptions of the world, but in sum create the sensation of movement.

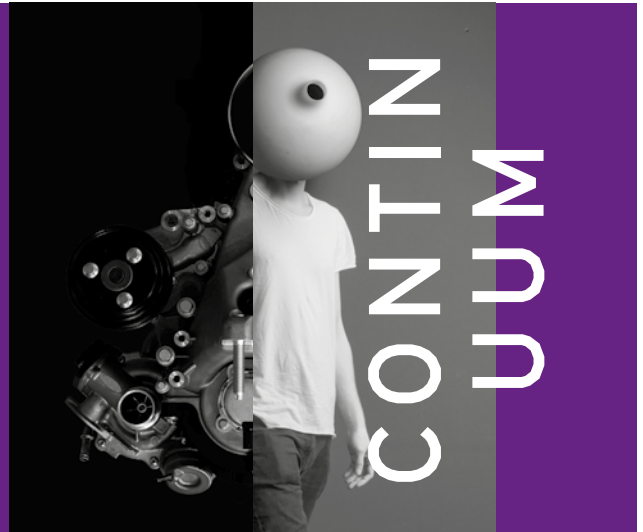
This perceptual phenomenon has been identified as the motif guiding today's trends: gadgets, digital media, smartphones, VR glasses and a constant connection via Wi-Fi. The way society integrates technology in daily life is a parallax, with us sometimes fleeing into nature to escape the constant digital connection, and sometimes experiencing the virtual sphere as a self-evident natural force. At times using the internet

to boost efficiency at work and in business processes, then again using it to connect with friends and broaden one's own horizon. On the one hand realizing the urgent need for change in times like these, and on the other hand, clinging to continuity, old patterns and familiar habits. A parallax perspective melds these seemingly contradictory developments.

Automotive Color Trends by BASF translates parallax views and phenomena into automotive color. The designers at BASF's Coatings division find inspiration as they observe new developments locally and work together to reveal the global perspective. They cluster their discoveries into two main trend worlds. Technological and societal developments function as vehicles of change – synergies and tensions arise as they come together.

PARALLAX – GLOBAL THEME
SOCIETY & INTERACTION

OVERVIEW



CONTINUUM – Mobility as an agent of change

The world's population is on the move. Work-related mobility, increased travel to remote locations and even the massive wave of migration all over the world are stirring up traditional value systems. Today's challenges call for a broader approach than most people find comfortable. In this situation, seeking security is a human reflex. The attractive promise of comfort and status wins over responsibility for environmental or social issues.

However, a way out of this dilemma can be found by connecting minds all over the world via intelligent networks enabled by a steady Wi-Fi connection. In this way, creative ideas and new impulses can span the globe to develop innovative solutions to today's problems, such as smart urban mobility concepts – a mix of car-sharing, e-mobility and public transport. Overall, it is evident that mobility sparks innovation and ubiquitous connections enable it.

Wanderbout: Mysterious dark gray with a color shift from green to purple demonstrates the creative potential of migration and chaotic scenarios in society.

Inner Green: Metallic green with a smoky shade shows the attraction of ambiguous, mystic nature.

Pinopian Gold: A smooth pine color with golden highlights reflects the search for untouched nature as a contemplative place.

Aphasia: Flashy intense red points out the need for real experiences and emotions.

Kandolhu Blue: Low-gloss blue with a reddish flop implies a retreat from modern troubles into calming, deep color hues.

Nawadaha Gold: Brilliant copper highlights swallowed by a solid gray show the uncertainty of society's future.



PARALLAX – GLOBAL THEME
PROGRESS & INNOVATION

OVERVIEW

SECOND
BRAIN

SECOND BRAIN – Displays as trend-driving daily companions

The world is comprised of technologies that are no longer a gray piece of electronics sitting on our desks. Instead, they will greet us in our homes as humanoid robots and will be woven into the fabrics that we wear as clothes. People appreciate the way digital technologies facilitate daily tasks. Even more so, what used to be a helpful support has become a fascinating extension of oneself. As a result, technology design trends lean towards ease-of-use for high-tech applications. Sometimes a second brain hides behind a seemingly plain surface. Sometimes bionic design intentionally creates a futuristic look.

Humans increasingly feel pressured to match the aesthetics and efficiency of the gadgets they surround themselves with and go into a self-optimization-mode. Is digital technology a means of self-empowerment or a loss of autonomy? The line is blurred.

Raingarden: Light green-silver transitioning to bluish silver in the flop marks a clear understanding of technology.

Synthetic Silk: Silk white with a bright pearl luster demonstrates the aesthetics of bionic material.

Digital Black: Dimensional black with glass flakes reveals the unlimited power of digital world.

Lollop-Dollop: A not natural rosé color with blue XSpark® on top underlines the smooth and wireless connection to technology.

ASMR Blue: Intense blue metallic with a strong dark flop refers to interactions with upcoming virtual worlds.

Aerialist Wish: Silvery slate gray metallic with a dark flop expresses the fascination of an unknown tomorrow.



PARALLAX – LOCAL THEME
ASIA PACIFIC

OVERVIEW



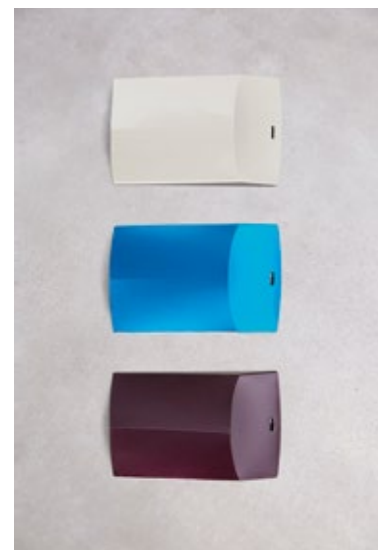
SPROUT – Asia Pacific embraces the growing identity

With its growing economic power, Asia is transforming into a more confident self in the international arena. Like a sprout, it cannot wait to reveal its true self with its own characteristics. The rising Asian middle class is also eager to gain new experiences and yearns for uniqueness and quality of life. Without abandoning all the old traditions and habits, Asians, especially the younger generations, are looking for creativity and are open to finding their own unique identity. This change of mind-set and self-awareness is expressed in their consumption preferences. These days, quality and creativity are the keys to winning Asian consumers' hearts.

Sand Streams: Metallic sand beige with an elaborate balance of shade and effect demonstrates the preferences for quality.

Deep Dive: Fresh blue-green alludes to the upcoming playful and creative mind set in Asia.

Bramble Purple: Profound reddish deep purple illustrates an emphasis on thoughtfulness and the new Asian unique perception of luxury.



PARALLAX – LOCAL THEME
EUROPE

OVERVIEW



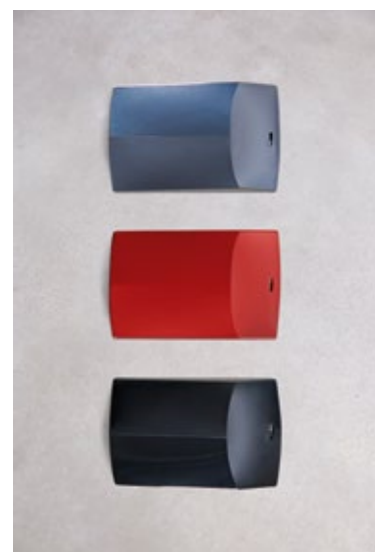
AFTER HASHTAG – Europe's quest for authenticity

In a world where a hashtag can transform subculture to mainstream in a matter of a few likes, raw honesty and authenticity lead the way for Europeans to stand out. Identities are becoming a key topic, as they can be staged in virtual spheres, but on the streets, in real life, identity is direct and bold. Honestly confronting feelings about the ongoing refugee crisis and other European challenges is part of this. Love, fear, rage, helplessness – blood red, unfiltered emotion is a key stimulus. When these newfound, daring identities are presented in the digital sunshine, there is no contradiction. Moreover, it demonstrates the fluctuating concept of identity between the virtual and the real world.

Red Course: Blueish-gray highlighted with red XSpark® creates a fragmented but fascinating aura.

Riot Agape: A solid blueish-red without effects emphasizes the focus on emotion.

Visible Void: Anthracite with hints of white which underline the allure of darkness.



PARALLAX – LOCAL THEME
NORTH AMERICA

OVERVIEW



NO EXCUSE – Defining values through dialog and action

It seems as though the only constant is change. This often-used cliché continues to apply to North America, as what seems to be a chaotic and frenzied region grapples with a multitude of social and technological refinements. The influx of new life and ideas into once crumbling urban areas opens up both opportunity and challenges. Added to this is a re-look at fundamental social structures, as expectations of public servants and civil forces are gaining more attention. Continuing research addresses concerns ranging from food supply to healthcare, all the while raising ethical questions. These complexities call for resolution, and leave no room for inaction or excuse.

Bluextaposition: A highly saturated clean blue augments the power of color.

Primordial Soup: Highly saturated red connects us to our humanity and common birthright.

Grapereve: Soft gray color moving elegantly to a deep, mysterious black refers to the change of the stereotypical view of urban areas.

