

# News Release

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## **BASF's new virtual AUVOTs display automotive coatings in the digital world**

- **Four AUVOT shapes represent different automotive features**
- **Shapes specifically designed to highlight individual properties of colors**
- **Digital tool supports OEMs to visualize the effect of colors on large surfaces with different geometries**

Automotive paint is one of the most complex color themes. To gain a realistic impression of colors, effects and surfaces on a complete car during the early design phase, the designers of BASF's Coatings division have developed virtual "AUVOT" (Automotive Vehicles of Trends) shapes. BASF's AUVOTs display the interaction between color and geometry, and the importance of light in the digital world of automotive coatings. They help automotive manufacturers understand the impact of color in industrial design in one shape with two distinct sides.

BASF introduces four different AUVOTs which stand for various car segments on the automotive market – from compact to SUV. Each of the shapes represents distinct automotive features that reveal effect highlights on the edges, showcasing dramatic flop behavior at the same time. While one side of the automotive geometry simulates various elements that can be found on every car, the other side features spectacular unreal formations that reveal the potential of automotive coating and give surprising insights on the behavior of a color.

"To visualize and display all elements relevant to coatings – such as the color itself, the effect and the surface – is already challenging in the real world and requires deep knowledge. Translating this knowledge into the virtual world and bridging those

two worlds opens a new field of work. Our mission was the technically correct and primary realistic appearance of paint as well as a persuasive portrayal of a color concept on the right shape,” said Florina Trost, Senior Designer Automotive Coatings Solutions EMEA at BASF.

Representing stylistic elements of BASF’s iconic Dome Shapes and panels, which will still be used to present the future trends, the virtual 3D shapes support designers to evaluate automotive colors for the upcoming model year. The AUVOTs are a valuable tool for OEM designers and BASF’s coatings experts to speed up and perfect the overall color design process as they are no longer solely dependent on physical samples that need to be painted and shipped. The digital twin of a real color concept can also be used as a starting point for further discussions with BASF’s designers which help to develop unique shades that perfectly fit to the OEM’s models and also underline the value of the brand. Therefore, the digital geometries of the AUVOTs have a minimum amount of trim parts to interrelate with transportation design.

As virtual tools, the AUVOTs are part of BASF’s digital paint competence. They complement BASF’s AUROOM®, a unique digital platform which enables OEM designers access to the database of photo-realistic virtual car colors and tools.

### **About BASF’s Coatings division**

The Coatings division of BASF is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings, decorative paints as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. The portfolio is completed by the “Innovation Beyond Paint” program which aims at developing new markets and businesses. We create advanced performance solutions and drive performance, design and new applications to meet our partners’ needs all over the world. BASF shares skills, knowledge and resources of interdisciplinary and global teams for the benefit of customers by operating a collaborative network of sites in Europe, North America, South America and Asia Pacific. In 2019, the Coatings division achieved global sales of about €3.75 billion.

Solutions beyond your imagination – Coatings by BASF. For more information about the Coatings division of BASF and its products, visit [www.basf-coatings.com](http://www.basf-coatings.com).

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group

work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).