

150 years



# News Release

## **BASF color designers present automotive color trends for the coming years**

- **New automotive colors in the 2015-2016 "RAW" collection focus on originality**
- **Striking textures bring visual haptics to coating surfaces**
- **In Asia Pacific, variations of blue to reflect the need for calm and balanced attitudes**

Hong Kong / Tokyo, Japan / Shanghai, China / Mumbai, India – August 7, 2015 - BASF's new trend collection is entitled RAW, which stands for "Real Authentic Ways". The title aims to convey the designers' expectation to do more than create new automotive colors. The designers at BASF's Coatings division set out to design the "right" colors – colors that get down to business. The 2015-2016 Coatings Color Collection features unadorned and distinctive color concepts with character. "The trend of continually challenging the consumeristic attitudes and the search for alternatives is also making itself felt on a global level in the world of colors," said Astrid Van der Auwera, Global Strategic Marketing at BASF Coatings.

The RAW color collection demonstrates how the call for identity rather than more marketing can be implemented in automotive colors in the future. For instance, in the coming years, colors will employ striking textures to shape cars' character and support and accentuate geometries. They will give surfaces a more haptic appearance, either literally, by means of new concepts that use a perceptibly rough coating, or visually, owing to the coarse granulation of the pigments.

August 7, 2015

### **Media Contact**

Phoebe Tsang (Hong Kong)  
Phone: +852 27316089  
[phoebe.tsang@basf.com](mailto:phoebe.tsang@basf.com)

BASF East Asia Regional  
Headquarters Limited  
Corporate Communications  
45F, Jardine House  
No 1 Connaught Place  
Central, Hong Kong

[www.asiapacific.basf.com](http://www.asiapacific.basf.com)

## **Technoid colors are characterizing the global trend**

Digital technologies are drastically changing our consumption and living habits. In the future, the Internet of Things will cause us to engage in dialog with our surroundings at all times. This interactivity is an important criterion for designing colors, which is manifesting itself in particular in the blue spectrum.

## **Color Trend in Asia Pacific**

People in Asia Pacific are focusing on living in the moment. They live to pursue satisfaction, search for a sense of identity, and at the same time protect their own cultural essence and re-interpret things through new experiences and knowledge. "Design from Asia is gaining significance in the global market. You can find unique design concepts from this region reflecting both the traditional and local identity infused with the characteristics of the contemporary topics such as ecology and urbanization," explained Chiharu Matsuhara, Chief Color Designer at BASF's Coatings division in Asia Pacific.

Asian consumers celebrate local uniqueness and its distinguishing features to display their positive and assertive mind-set. Vivid orange and strong deep purple are therefore the colors reflecting their attitude and self-confidence when they pick their cars. Variations of blue, like intense blue, are also well suited for the increasingly popular compact cars and small SUVs in Asia. Especially in India, blue will take the leading role.

In China, people in general are in search of individuality and better quality of life. Therefore, sophisticated yet vibrant colors with stylish designs and materials will win the hearts of the increasingly experienced Chinese consumers who start looking for products that can distinguish themselves from others. To give some examples, saturated red in a slightly magenta direction will become the new classic color for the younger generation, whereas light orange with less intense texture appeals to active people. Overall speaking, a growing interest in a diversity of color textures is observed.

In modern societies, people are bombarded with different kinds of stimuli such as round-the-clock digital information. There is an intrinsic need to return to the basic value and balanced life. In the Asian automotive car market, such needs will be reflected gradually in automobiles color choice. “We continue to see the established emotional trend reflecting in warm grays and browns in Asia Pacific. However, there is an emerging trend that people will become more logical and realistic and take on a balanced lifestyle. This will be reflected in their preference on blue-influenced colors, which also indicates people’s aspiration to have a more comfortable and confident life,” said Matsuhara.

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

BASF’s Coatings division develops, produces and markets innovative automotive coatings, automotive refinishes and industrial coatings as well as decorative paints. We operate sites in Europe, North America and South America as well as Asia Pacific. Within this network, we collaborate closely with our customers all over the world. In 2014, the Coatings division achieved global sales of about €3 billion. More information about the division is available at [www.basf-coatings.com](http://www.basf-coatings.com).

#### **About BASF**

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world’s leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).