

CODE-X 2020-2021

**BASF's Coatings division presents its
10th global Automotive Color Trends collection**



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Welcome to CODE-X, from Automotive Color Trends, a brand of BASF.

We have created a number of unique colors for this collection, from new, reimagined whites, to the darkest of jet blacks, and everything in-between.

These colors serve as inspiration to automotive designers for vehicles that will be on the road in three to five model years.

This collection projects a positive mood. As new thinking drives big transitions in the values around society, identity, and progress, this collection blends the physical and digital worlds to help us cope.

Why is it called CODE-X?

The word “codex” originally described manuscript books from past centuries. Now it describes the format of nearly every printed book, which stacks pages, then secures them with a bookbinding method. We separated the “X” with a hyphen, as X is a variable.

This collection goes deeply into the way we live – the codes of interaction – and adds the variable X to create and encourage change.

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GLOBAL COLOR COLLECTION

Overall, CODE-X makes the present moment shine, with an eye to the new future of mobility.

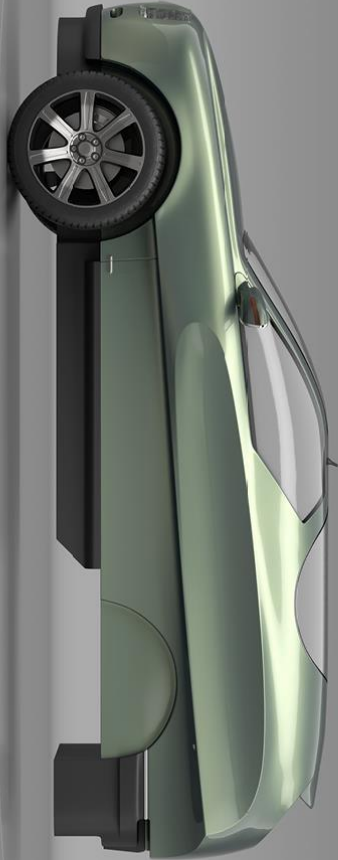
The collection displays a variety of shades and effects in different color areas, and offers innovative concepts that interwine surface, texture, and color. These colors are smooth and familiar, yet some will still surprise and delight the viewer.

So many things have changed in the world around us. Faced with that change, this collection shows a fascination for the unknown, with an overriding sense of realistic positivity for the future, and willingness to work toward new goals.

The colors of CODE-X are comfortable and human-centered. They give the chance to reflect, and the clarity needed to switch direction – changing proven rules and leaving well-worn tracks to something new.

The CODE-X collection shows there is beauty in not knowing what lies ahead, and we have the willingness to push on.

SOCIAL CAMOUFLAGE
Designed in Asia Pacific



PUNDITS SOLUTION
Designed in EMEA



DARK SELTZER
Designed in North America



GLOBAL KEY COLORS

SOCIAL CAMOUFLAGE

Designed in Asia Pacific

This nuanced grayish green is the translation of the floating free mind and anonymous style of a whimsical younger generation. In-between green and blue, Social Camouflage stakes out a color position that's natural, but not pure. Not really light or dark, it is a colored neutral with floating effects that can be smoky, depending on the angle. The cool color represents flexible values and behaviors that will change the world in a positive manner.

PUNDITS SOLUTION

Designed in EMEA

How do you remake a color in the beige space? You create a surprising and bold reimagination of color. Pundits Solution is fully neutral in the beige area – but a much warmer color position that's uniquely different, and distinctively younger. It features a strong gold sparkle effect that makes it warmer, extraordinary, and strange. It's like nothing we've seen before.

DARK SELTZER

Designed in North America

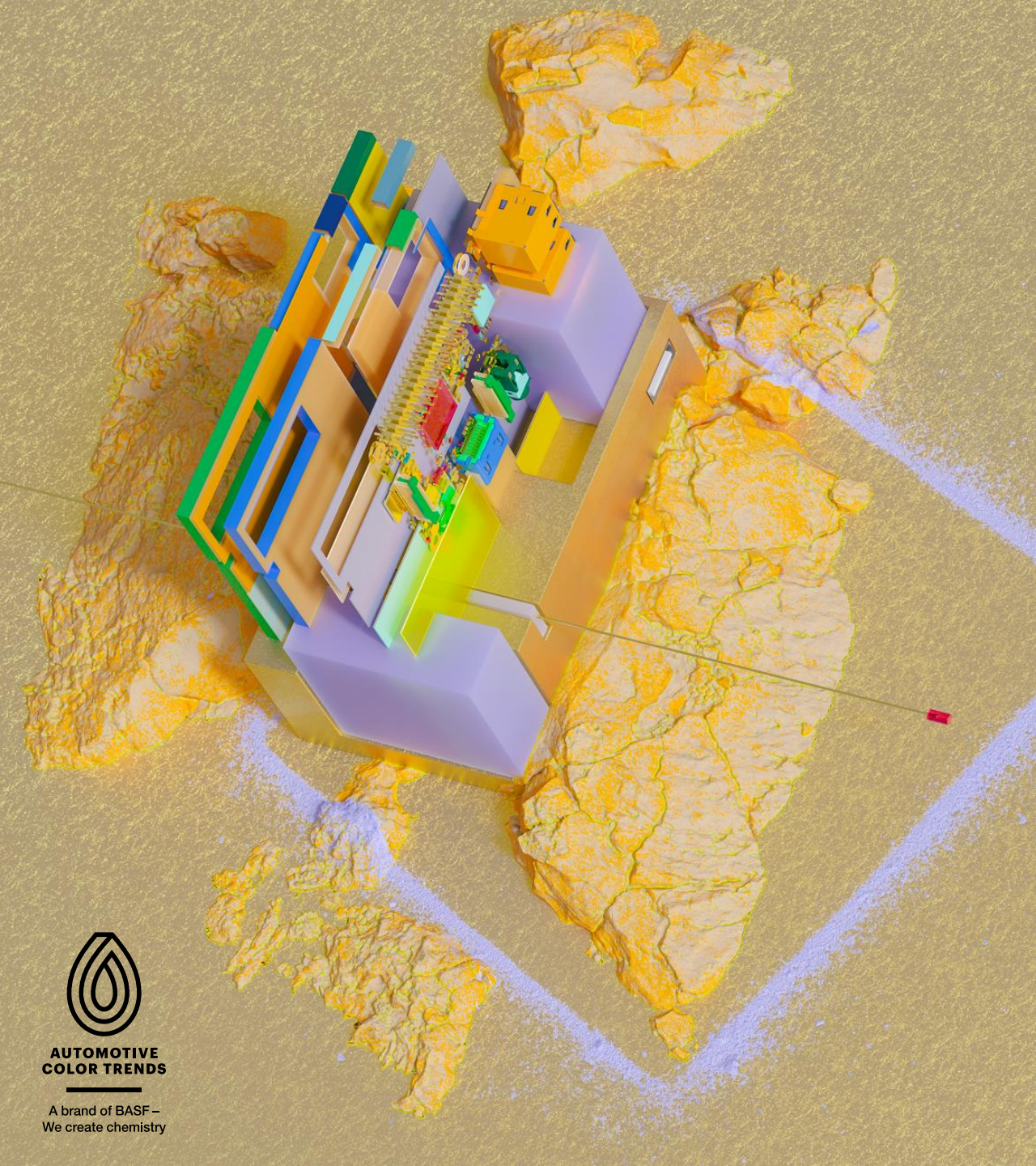
This color space pushes the boundaries and challenges the norms of gray. Dark Seltzer is coarser, with an interplay of color complements. Technology and design merge with a playful tug-of-war between texture and hue. The result is bolder with a more interactive approach. The color signals the new normal: nothing is mundane; everything has an important story.



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GLOBAL KEY COLORS



LEAVING THE BEATEN PATH

Faced with change, we now have the chance to reflect with new clarity and do things differently. The younger generation of people in EMEA wants to challenge that standard mode by leaving the beaten path.

They want to have a radical impact without screaming that it is radical. They want to adapt society to them, which speaks to how we consume.

The key colors of EMEA are soothing, calming colors with bold, new, distinct positions. There's a huge variety of effects in these colors that are inescapable, yet approachable. There are things you can see, things you can explore, and things that you can be surprised by.

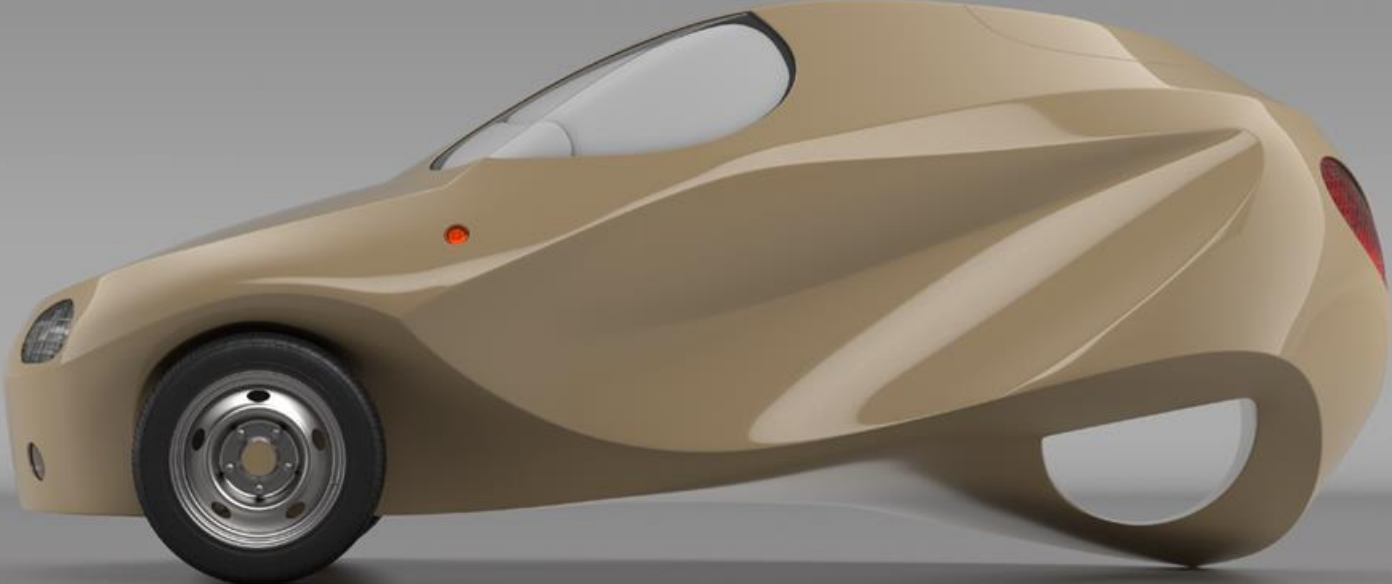
“We are in a time when nothing is the same. We may reference the old colors, but add something new, something different. This collection is reprogramming the world.” – Mark Gutjahr, head of Automotive Color Design, EMEA



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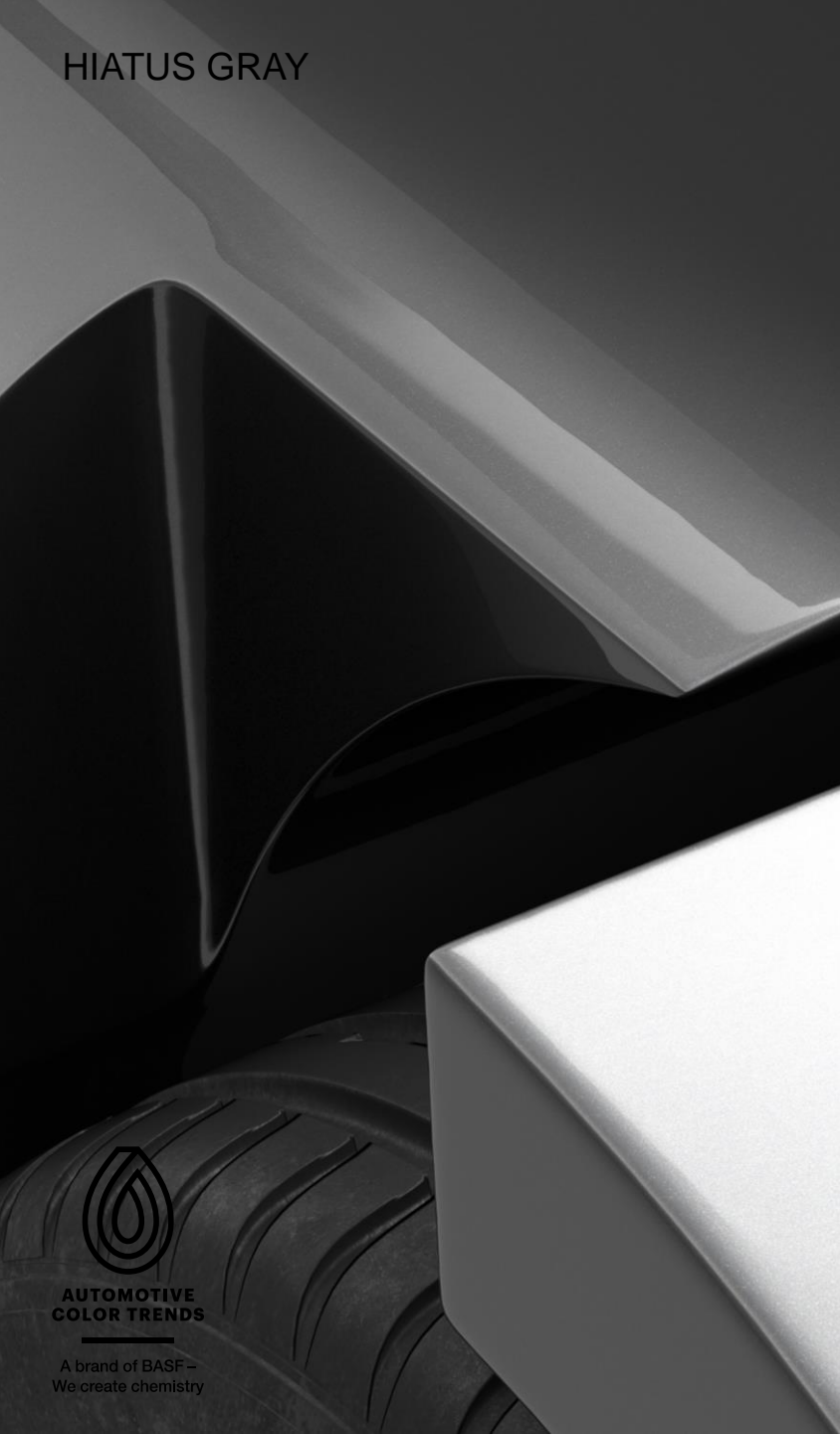
EMEA



HIATUS GRAY

PUNDITS SOLUTION

INTRON GREEN



EMEA – COLOR TRENDS

HIATUS GRAY

This gray works really well with technology, programming, digital, or emotional ideation. Coarse and metallic, it achieves an aggressive technical look that appears to give it a rough surface that's milled out of a solid piece. It also plays with a sparkle to attract yet distract.

PUNDITS SOLUTION

Pundits Solution is a translation. This new direction of beige adds a gold sparkle that makes it two things in one – neutral yet warmer. Distinctive and strange, this is a different direction that we haven't seen yet, targeting younger people with distinct tastes.

INTRON GREEN

When you touch something, you're distracted. You activate haptics and the tactile senses and start to think and react differently. Intron Green is a solid color with a structured effect surface that is very haptical, drawing together its identity. It's not mint. It's a new explosion of texture that speaks to how we want to live.



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EMEA – COLOR TRENDS



REALISTIC AND POSITIVE

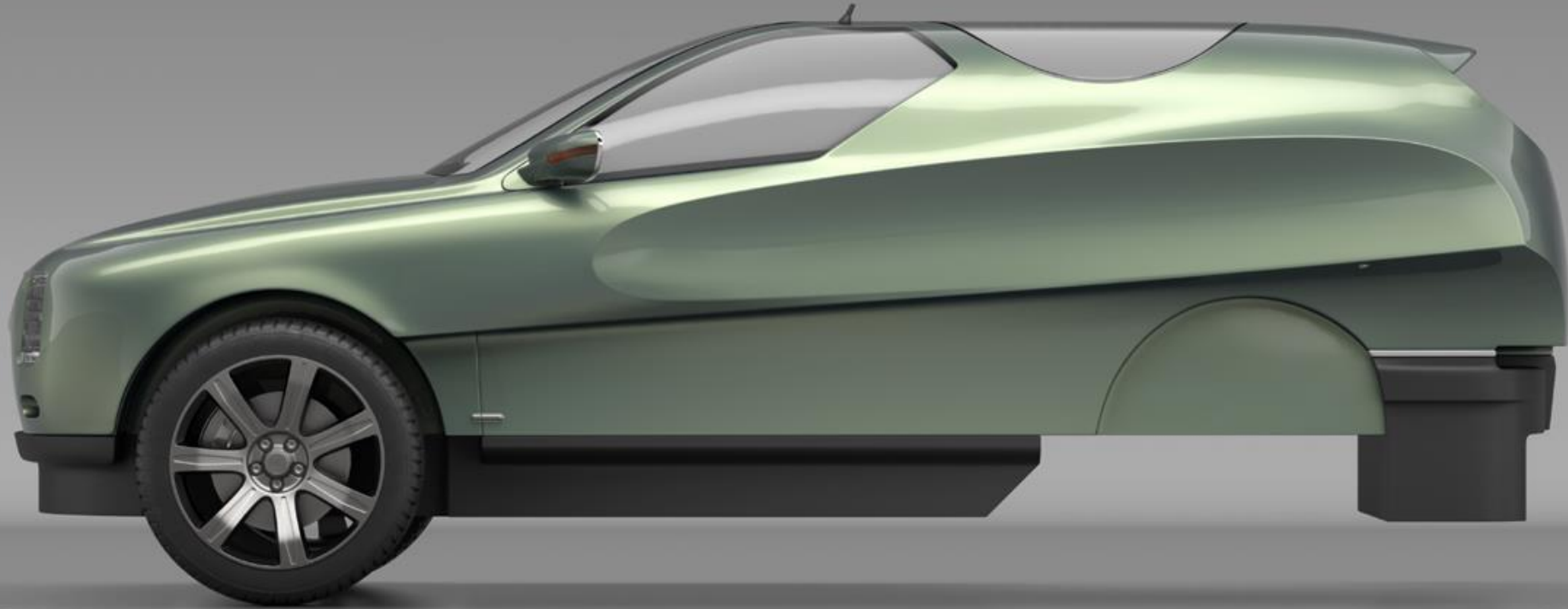
In recent years, the people of Asia Pacific have become realistic and positive. They began to accept and enjoy changes in technology, materials, and things around them.

People adapt and change to meet their challenges with positivity and grace, looking forward to a better future, even as they are struggling.

Asia Pacific's key colors reflect a positive flexible attitude for change, action, and the future. They are warm and emotional colors. They are not black or white, but more blurred and floating, like human emotion.

“Individuality is the trend in play here. We live for today and want to make the future better. We try to enjoy life and be positive as much as possible and change what we did in the past.” – Chiharu Matsuhara, head of design, Asia Pacific

SOCIAL CAMOUFLAGE



ASIA PACIFIC - KEY COLOR

DREAM FIGHTER

SOCIAL CAMOUFLAGE

UNKNOWN METAL

ASIA PACIFIC – COLOR TRENDS



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DREAM FIGHTER

Dream Fighter is not a high chroma orange, but a subdued and comfortable intermediate orange with hints of pink and copper. The color is an homage to the golden age that speaks positively to each generation in its own way.

SOCIAL CAMOUFLAGE

In-between green and blue, there's a color position that's natural, but not pure. A needed twist on manmade color, Social Camouflage can be smoky, depending on the angle. Not really light or dark, the intermediate color derives its emotional aspect from texture driven by human-centered thought with a hint for the future.

UNKNOWN METAL

Reflected by a realistic and unique values, Unknown Metal is a colored neutral with a balanced shade, tone and effect. Its features bring out an inner beauty, and deep emotion. The definition of "neutral" is expanded. It is not just gray, but a gray-influenced purplish color position with a sharp metal effect that's basic, yet fascinating.



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ASIA PACIFIC – COLOR TRENDS



DEEP TECHNO-SOPHISTICATION

North Americans have highly complex and demanding expectations of themselves, their communities, their industries, and their governments. They look for rapid advances in technology to overcome obstacles and solve problems.

Despite the chance for failure, people have the innate ability to process information and channel it into solutions. Surprising designs flow from their fascination with the unknown.

Instead of stoking fear, this wisdom increases confidence. North America's future color designs look to build off advancing colorant technologies that exhibit a greater sensitivity to the environment. Grace and simplicity will be the look of deep techno-sophistication.

“It's not unusual to presuppose technological stewardship dominates research, but it's refreshing to see just how much the consumer is willing to forego traditional norms of beauty in order to satisfy the hunger for smart and responsible color designs.” – Paul Czornij, head of design, North and South America

NORTH AMERICA

DARK SELTZER



NORTH AMERICA - KEY COLOR

REDOLENT RED

DARK SELTZER

ABSTRACTION BLUE



NORTH AMERICA – COLOR TRENDS

REDOLENT RED

People continue to look for spaces and objects that evoke strength and presence of mind. Redolent Red captures the visual essence of a soft effect and subtly muted reddish-brown color, pigmented by the forward-thinking functionality that new transportation demands.

DARK SELTZER

Dark Seltzer is a medium dark gray that explodes with a jagged force. With both texture and a playful tug-of-war in hue, the color signals the new normal: nothing is mundane; everything has an important story.

ABSTRACTION BLUE

Expectations for technology to deliver innovative, yet responsible products have pushed science toward finding simple and elegant solutions. The solid blue color reflects a straightforward primary color space unencumbered by any associative texture.



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NORTH AMERICA – COLOR TRENDS

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Exquisite material realities exclusively made for
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