



**AUTOMOTIVE  
COLOR TRENDS**

A brand of BASF—  
We create chemistry

Press Kit

# ON VOIUADE

BASF's Coatings Division presents

**AUTOMOTIVE COLOR TRENDS 2023-2024**



Design at BASF

## STRIKING SHIFTS IN COLOR



When human and non-human intelligence partner up to start a design process for the future, the resulting work will open new doors for humans to places where amazing shifts can happen.

That kind of interaction led to the creation of the ON VOLUDE collection from Automotive Color Trends by BASF for 2023-2024. The collection reflects a positive mood, with a focus on lighter shades and striking shifts in expressive color spaces. The colors show an openness and courageous mood to speak up and address new challenges. They embrace differences and diversity, welcoming and encouraging a multitude of ideas.

Each year, designers for BASF's Coatings division create a new collection to inspire automotive designers around the globe. ON VOLUDE provides exciting colors that also adopt an increasing focus on sustainability and functionality. As customers rely on the BASF collection to design automotive colors for their future models, you will see the new direction on the road or in your driveway in the next three to five model years.

Many minds make it happen. Our designers reinforce BASF's global leadership in color by independently researching trends and the forward-looking signals that influence those trends as they work to create cutting-edge color spaces punctuated by exciting effects.

Welcome to ON VOLUDE by BASF!



### New in ON VOLUDE

- Mid-tone pastels emerge
- Color shifts add an expressive layer
- Tactile surfaces continue to develop

## IT'S TIME FOR A COLOR UPDATE

When BASF's designers looked at what their trend signals were telling them, they realized the classic automobile color wheel has had its day, and it's time for a color update.

Non-classic automotive hues emerged, propelling colors through a series of shifts. Light neutrals, mid-tone pastels, and light achromatics moved with purpose. Beige shades differentiated themselves with subtle effects.

Our designers also introduced brand new color spaces to the automotive palette. Warm colors between red and orange emerged. It's an entirely different approach.

And haptics aren't just the thing to make your cell phone buzz in funny ways. ON VOLUDE has haptic colors you can feel. Mattes and structured surfaces make color touchable, giving beige new vibrant textures, and dark grays and blacks added tactile aspects.

### **Functional Concepts – Digital Tools**

ON VOLUDE contains functional concepts with realistic approaches. BASF's designers set a global benchmark in color by also focusing on technology and innovation, which are important drivers for the automotive industry.

Automakers have certain new functional requirements for autonomous driving. According to systematic testing at BASF, certain LiDAR and RADAR parameters are communicated for every trend color. The target is to meet those functional requirements, while still being visually and haptically exciting.

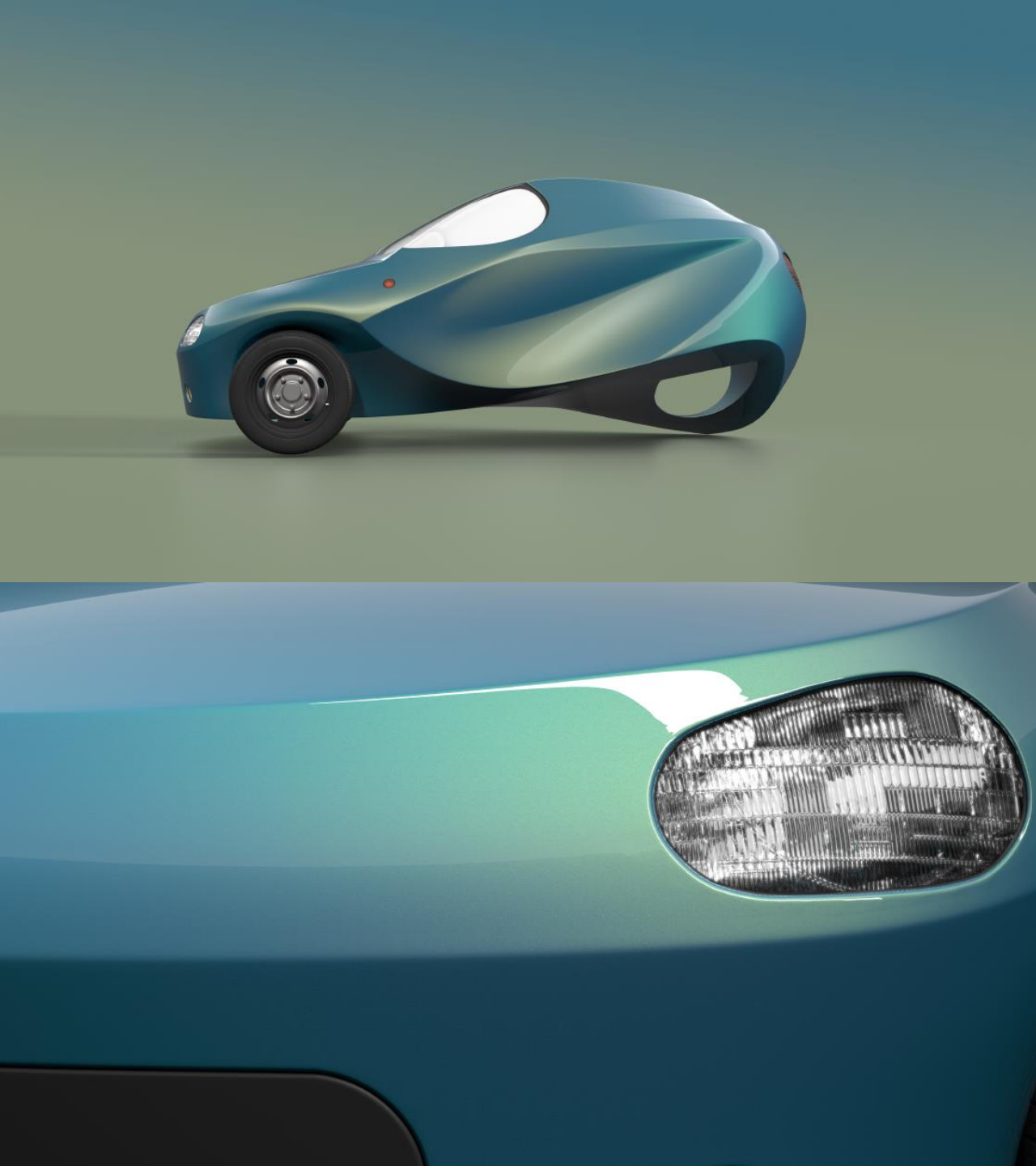
BASF also leads the world in the global tools it uses to create our designs and share them with automotive designers. By using BASF's AUROOM® - a digital platform providing digital color - speed and exchange is accelerated, and we eliminate the need to mix batches of paint, spray them on various materials, then ship those materials around the globe. It's faster, more efficient, and helps reach our sustainability goals.

With BASF's global leadership, automotive designers have a whole new world to explore.



**AUTOMOTIVE  
COLOR TRENDS**

A brand of BASF –  
We create chemistry



AUTOMOTIVE COLOR TRENDS - Americas

## COLORS EVOLVING IN THEIR FUNCTIONALITY

The AMERICAS palette seeks optimism and divergence that celebrates possibilities in all modes of art and design. The color spaces are evolving in their functionality while building in excitement.

The collection features softened hues, minimized textures, and subtle moves that aspire toward future goals near and far. Familiar spaces are saturated with new value. Hints of interference and texture beckon for contemplation in the eye of the beholder.

Colors in the AMERICAS contribute to cooling effects in the vehicle with solar reflectance, work with sensor-based mobility concepts, and explore more approaches with responsible raw material sourcing.

“In this year’s collection, red leaning pastels and mid-tones are replaced by restorative yellow and green effects suggesting renewal,” said Liz Hoffman, head of Automotive Color Design for the Americas. “The connection complements both grounded color spaces and otherworldly escapes. It shows evolving mindsets in automotive design.”



**AUTOMOTIVE  
COLOR TRENDS**

A brand of BASF—  
We create chemistry



ZENOMENON - KEY COLOR Americas

## INVIGORATED STRUCTURE AND RECALIBRATED POTENTIAL

A “grass-roots” shift is enlightened through an aspiring bio-based development engineered to bring to light the phenomenon of color purely perceived as the result of light dancing between microscopic structures, long observed within the natural world. In this case, what mimics a transparent blue mid-coat is actually crystal clear and free of traditional colorants offering fresh avenues toward both conscious and customized design.

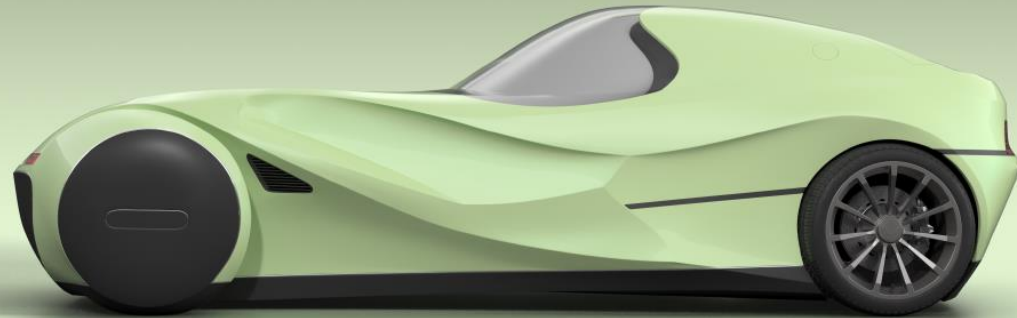
The Americas key color ZENOMENON is a next-gen novelty that will pull through with invigorated structure and recalibrated potential, bolstering a path to a brighter future.



**AUTOMOTIVE  
COLOR TRENDS**

A brand of BASF—  
We create chemistry

## REALISTIC APPROACHES TO SUSTAINABLE CONCEPT



For ON VOLUDE, designers in Asia Pacific explored and enriched the important color spaces for whites and grays, using new designs and innovations. Some are entirely fresh visions – brighter color spaces and effects to represent friendly mobilities with unexperienced values in near future.

New color spaces like shimmering green pastel and fluorescent red offer new expressions to meet the growing individuality of car buyers in APAC. The collection shows realistic approaches to sustainable materials, sustainable processes, and a diversity of sustainable concepts and effects.

“This palette can create amazing color harmonies that are futuristic, modern, and playful interactions between color and effect combinations,” said Chiharu Matsuhara, head of Automotive Color Design for APAC. “These sustainable concepts are reimaged in a more realistic way, boosting BASF’s leadership in sustainability and NEVs.”





ELECTRONIC CITRUS - KEY COLOR ASIA PACIFIC

## AMPLIFYING NEW SIGNALS AND LAYERED VIEWS

The key color for Asia Pacific is a light green hue that shows the region's positive attitude and growth even during difficult times. ELECTRONIC CITRUS reflects this atmosphere in a fluorescent color in the light green space with an airy blue highlight.

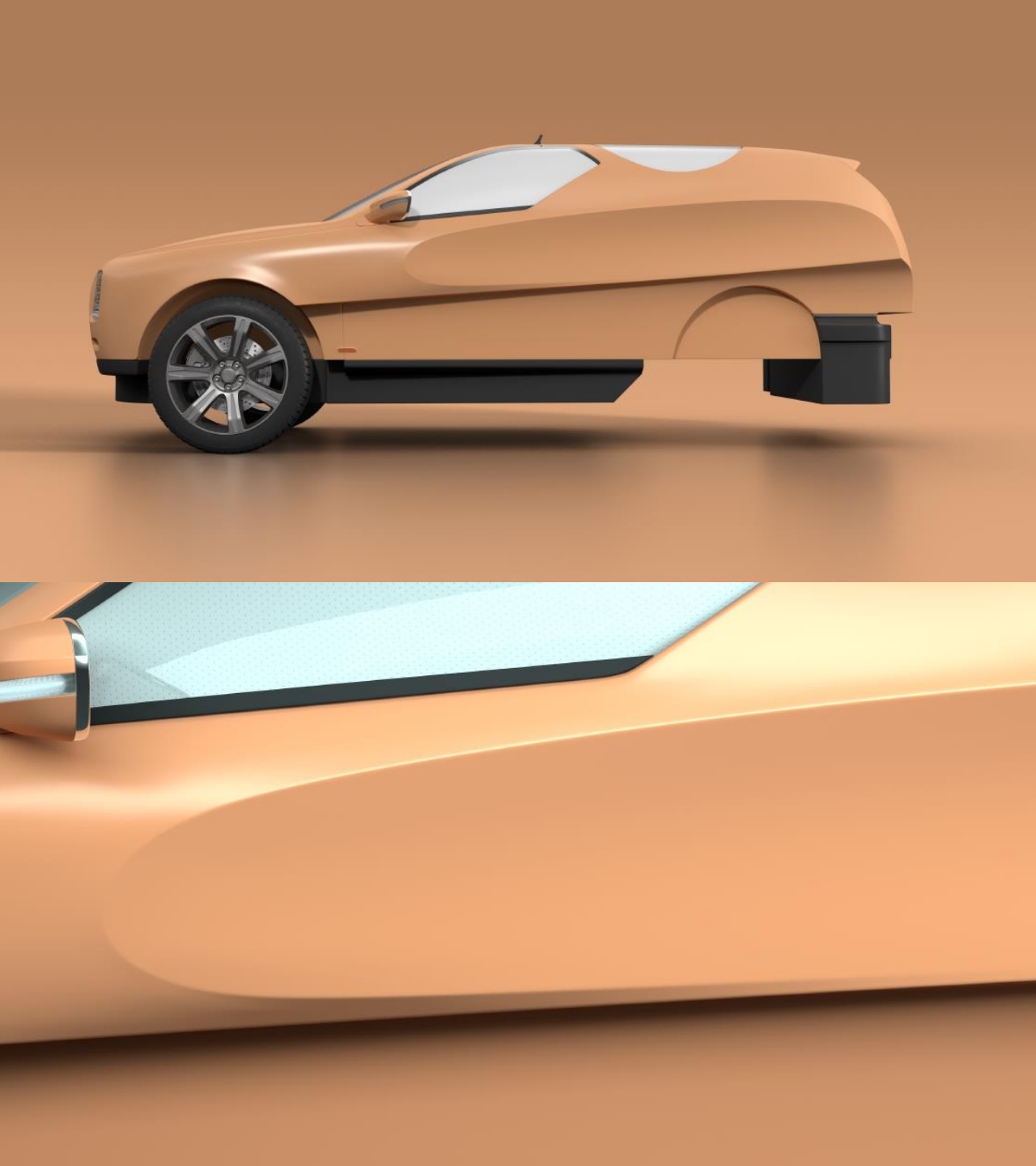
As Augmented Reality devices become more familiar in our daily lives, we will see more layered views; one is real, and the other is projected by AR with luminous signals. ELECTRONIC CITRUS picks up on those signals and amplifies them.



**AUTOMOTIVE  
COLOR TRENDS**

A brand of BASF—  
We create chemistry





AUTOMOTIVE COLOR TRENDS – EMEA

## EXPLORING FEATURES FAR BEYOND COLOR POSITION

The palette for Europe, the Middle East, and Africa puts a highlight on bright beige colors. Pastels also play an important role, introducing interesting non-automotive color positions into automotive design. Color effects and shifts add expressive aspects to EMEA's colors. Matte finishes and structured clearcoats offer additional excitement.

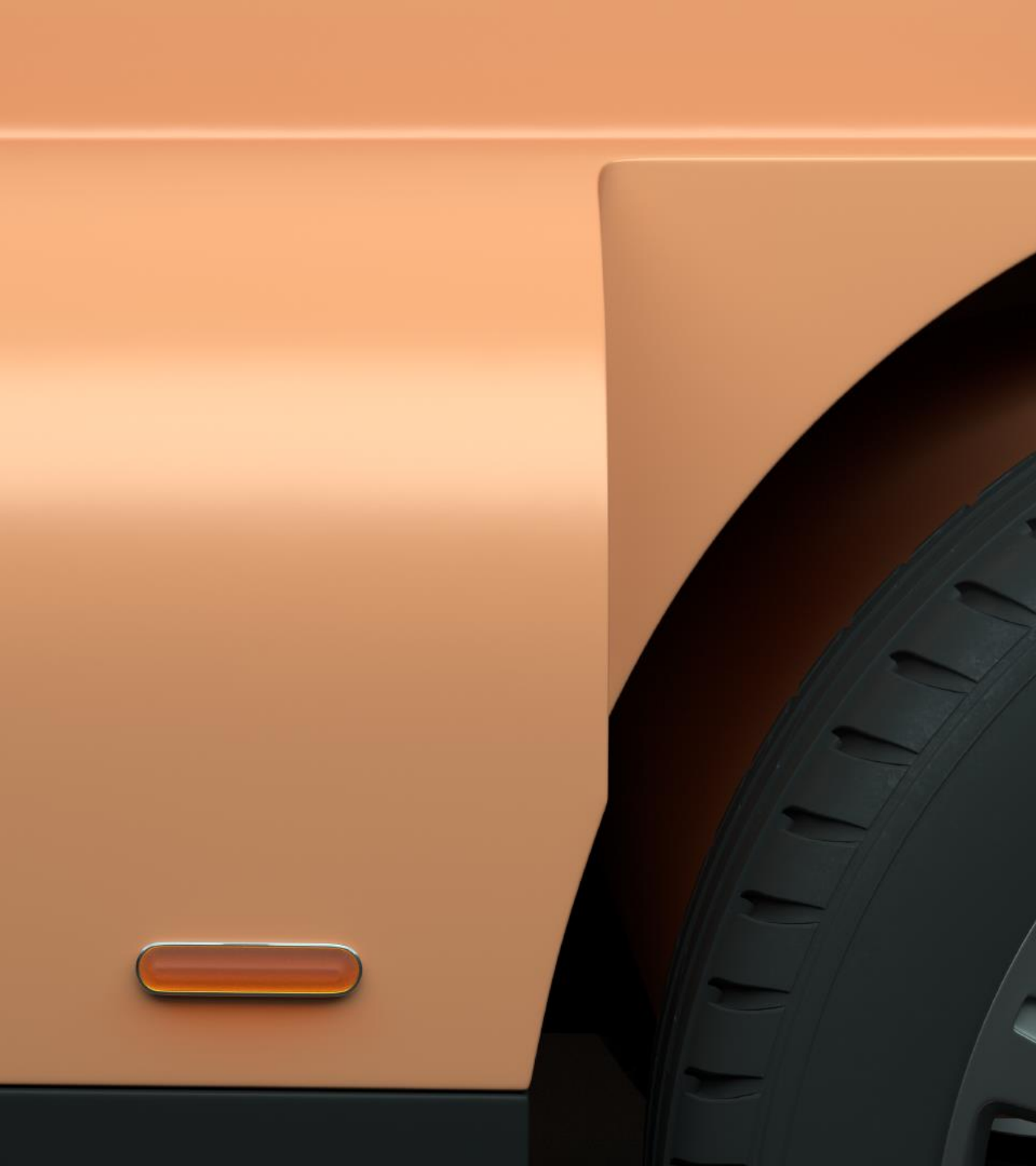
As we see throughout the ON VOLUDE collection, colors in EMEA explore features far beyond color position. They add sustainable, recycled raw materials, LiDAR and RADAR compatible concepts, and haptic surfaces. It is the kind of innovation for which BASF is known.

“Expressive colors reflect our will to communicate and speak up,” said Mark Gutjahr, head of Automotive Color Design for EMEA. “When we bring non-automotive colors into the mix, we broaden that conversation even further into new and exciting color spaces.”



**AUTOMOTIVE  
COLOR TRENDS**

A brand of BASF –  
We create chemistry



PREDICTOR - KEY COLOR EMEA

## MORE AWARENESS OF HUMAN COMPETENCIES

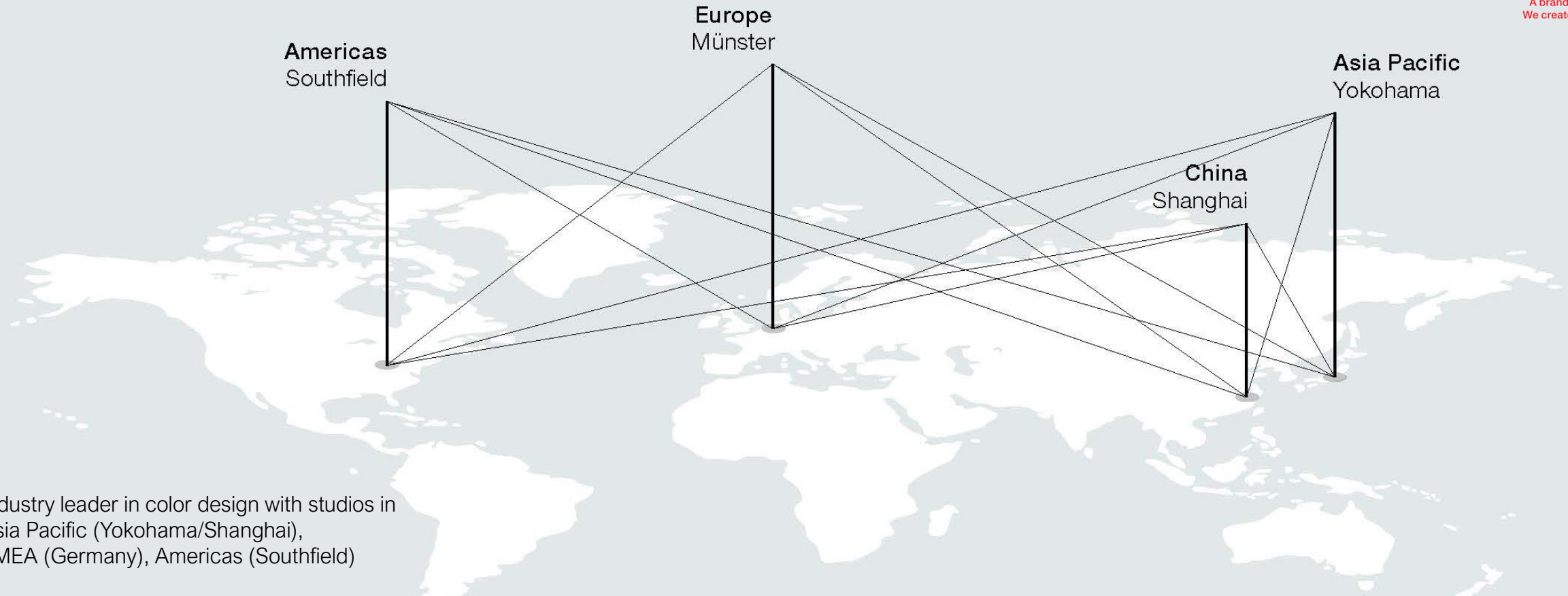
Non-human intelligence will demand more openness to technology, and at the same time more awareness of human competencies and needs. The EMEA key color connects the human and non-human dialog in a near-neutral, soft color position.

PREDICTOR tells us something about the importance of the human factor in the future by adding a sharp, warm sparkle to the matte surface.



**AUTOMOTIVE  
COLOR TRENDS**

A brand of BASF—  
We create chemistry



Industry leader in color design with studios in Asia Pacific (Yokohama/Shanghai), EMEA (Germany), Americas (Southfield)

Intense trend research ensures the most cutting-edge color design for the annual trend collection.  
**Get inspired!**



**AUTOMOTIVE  
COLOR TRENDS**

A brand of BASF –  
We create chemistry

## IMAGES FOR DOWNLOAD



Americas Key Color  
ZENOMENON on AUVOT Lit



Asia Key Color ELECTRONIC  
CITRUS on AUVOT Sportif



EMEA Key Color PREDICTOR  
on AUVOT 2x2



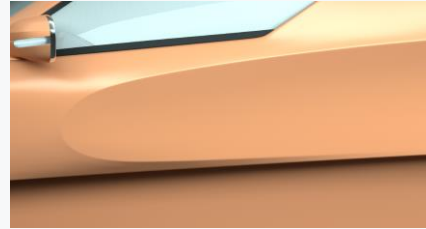
ON VOLUDE 2023-2024  
AUTOMOTIVE COLOR TRENDS



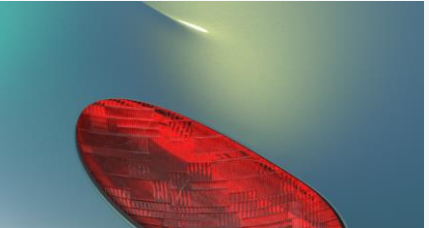
Americas Key Color  
ZENOMENON Detail 1



Asia Key Color ELECTRONIC  
CITRUS Detail 1



EMEA Key Color PREDICTOR  
Detail 1



Americas Key Color  
ZENOMENON Detail 2



Asia Key Color ELECTRONIC  
CITRUS Detail 2



EMEA Key Color PREDICTOR  
Detail 2

# CONTACT

## AMERICAS

Alan Baker, [alan.baker@basf.com](mailto:alan.baker@basf.com)

## ASIA PACIFIC

Cheryl Wu, [cheryl.a.wu@basf.com](mailto:cheryl.a.wu@basf.com)

## EMEA

Jörg Zumkley, [joerg.zumkley@basf.com](mailto:joerg.zumkley@basf.com)

BASF Japan Ltd.

296 Shimokurata-cho, Totsuka-ku, Yokohama 244-0815,  
Japan

BASF Advanced Chemicals Co., Ltd., R&D Center II, No 300,  
Jiangxinsha Road, 200137 Shanghai, China

BASF Corporation

26701 Telegraph Road, Southfield, MI, 48033, USA

BASF Coatings GmbH

Glaserstrasse 1, 48165 Münster, Germany

© Copyright 2023 – all rights reserved



**AUTOMOTIVE  
COLOR TRENDS**

A brand of BASF –  
We create chemistry