To Predict Future Popular Car Colors, BASF Designers Study Most Current Fashion, Social and Economic Trends

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buys a car tends to keep that purchase for several years.

"A few years ago, orange was a very popular color in fashion,' Czornij said. "You'd see orange on clothes everywhere you went. If you bought an orange car then, you'd have been fashionable for about 10 months. It's a lot easier to get another shirt than it is to get another car."

The end result, Czornij said, is that car owners who want to get the best residual value for their vehicles when they sell them or trade them in tend to go with conservative colors.

But color remains an important factor when people choose what car they want to buy.

"I've heard that between 25 and 35 percent of car buyers will not buy a particular model if they can't get it in the color they want," Czornij said.

So, to estimate what colors will be popular in the future, BASF looks at fashion, social and economic trends. He noted that right after the 9-11 attacks, the mood of the country changed and car buyers went for darker, more somber colors on their cars.

He broke the color palettes based on regions into three categories. North America's is named, "Aspire To." This set of colors is meant to evoke the growing enthusiasms for social responsibility and traditional values that emphasize education and courage. These colors are "cool deep and dark tone" with a traditional feel, Czornij said.

Europe's palette is titled, "In Sobriety," which reflects a continent affected by an economic crisis, Czornij said. Its blacks and grays reflect a calm image while its reds and greens are supposed to represent an image of creativity and courage.

The Asia Pacific palette is called, "With Pride." Czornij said Asia - and China in particular are undergoing rapid growth and entering a period of transition. "With Pride" colors are meant to evoke the diversity that has emerged in both material values and social attitudes. Even the gray tones will be warm grays, meant to project an intellectual image.

BASF has developed a set of

colors called "multiverse," which reflects worldwide trends.

"Globalization and economic crises have given rise to social inequities," Czornij said. "We are facing energy issues at the same time. Consequently, we take a new look at social systems and living spaces, and develop smart ideas for sustainable growth.

"New standards and values will emerge, and we will create a variety of spaces that are pleasant to live in and meet the needs of people with new lifestyles.

"Blue family and neutral colors associated with near-future, closed-loop cities using clean energy - help to give us peace of mind about the future. 'Space' – in various senses that combine diverse human wisdom - is represented through a wide range of textures: weighty solid tones, matte finishes, and three-dimensional blacks.

The company has also created a palette called "syncopace," a word coined to evoke "the idea of moving ahead by valuing individuality, while maintaining harmony in society, through natural colors, such as warm and green tones," Czornij said.

"Subdued tones, such as colored grays and dark colors, are used with unique textures, and bold colors with simple textures, in color groups that represent presence.

He said the company coined the word, "dequalize," to demonstrate how "people are trying to regain human-friendly balance in their life," Czornij said. "This is a colorful but toned-down restful color group. It represents relaxation and taking pleasure. Most of the textures are solid and solid-like. We recommend enjoying harmony among colors by combining different color shades.

"These concepts and colors are what we will give the design teams of the OEMs to look at. They're a way for us to give the designers the culmination of what we can do with color and how people perceive color."

He said he doubts any OEM would adopt all 65 different colors developed at BASF's design centers.

But giving OEMs a choice better positions BASF and ultimately gives the buying public greater

AH Engineering Firm Changes Leadership

Patti Engineering, Inc., has made several organizational changes on its executive and engineering teams.

Patti Hoff, former vice president of Finance, has been promoted to president. Hoff has been with the company since its inception.

Sam Hoff, former president, will move to the role of vice president of Sales and Marketing to take a more active role in business development and growth as the company continues momentum through the third quarter of 2013.

Additionally, Steve Palmgren, is promoted to vice president of the Southern Region, responsible for overseeing Engineering Services and Business Development. In his previous role as director in the Texas office, Palmgren led hardware and software development and designs for major client projects.

Also, Dave Calme and Moez Moradipour have both been promoted to the position of senior controls engineer.

"We are so proud of our tremendous engineers that allow the executive team to thrive on a daily basis," said Patti Hoff. "I look for-

ward to taking a more active role in high-level company leadership.'

Dave Foster, vice president of Engineering, said, "Patti's promotion to president will be a smooth transition. She has been instrumental in building the company's solid financial position and we expect nothing less from her than achieving the same results organization-wide.

"Congratulations are also in order for Palmgren, Calme and Moradipour, who have earned each of their professional advances.'





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