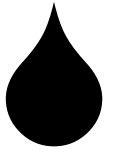
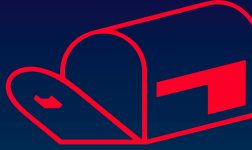


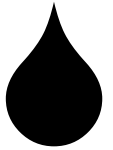
The wind tunnel determines the shape of car models.



The range of colors
has gained importance in marketing.



Color trends in the automotive industry.



Type of colors (in %)

Type of colors	<i>Nissan</i>	<i>Honda</i>	<i>Mazda</i>	<i>Ford Europe</i>	<i>VW</i>	<i>Opel</i>	<i>Peugeot</i>	<i>Citroen</i>	<i>Renault</i>	<i>Ford USA</i>	<i>GM-USA</i>
Solid	14	19	28	18	26	25	50	35	40	25	20
Metallic	57	39	40	48	38	57	28	46	33	38	33
Interference	29	42	32	34	36	18	22	19	27	37	47

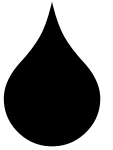
Solid colors: 24%

Effect colors: 43%, 33% of which contain interference pigments (pearls)



The automotive industry is influenced by the latest style trends.

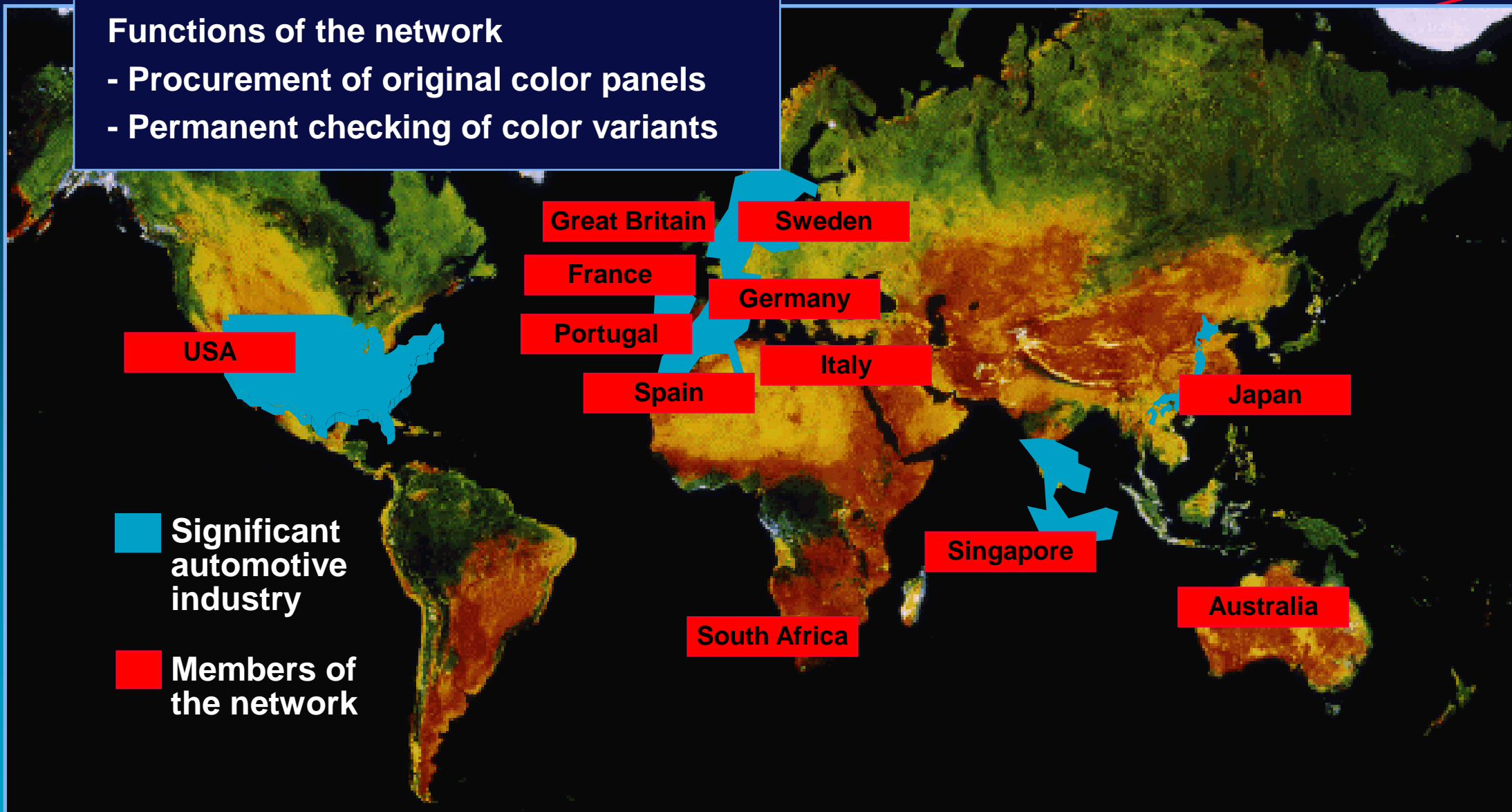




Our international “Coloristic Network”.

Functions of the network

- Procurement of original color panels
- Permanent checking of color variants



International demands on refinishing paints.



**Color
accuracy**

**Color
variety**

**Color
availability**



The painter determines the result.

