

GLOBAL ADVANCED COLOURS 2020-21

Kansai Paint Co., Ltd. announces “Global advanced colours” worldwide for use in the auto market.

In the course of developing advanced colours for more than 30 years, we have introduced our auto industry customers to the latest technologies and designs from our unique perspective as a paint manufacturer, based on concepts that capture the changing times. This year, we have once again put together an attractive lineup by working together with international colour experts of the Kansai Paint Group, which has business units in numerous countries. We noticed a trend of wanting to enjoy being alone, while also wishing to connect with society by making a social contribution, and decided on "Alone but not lonely" as the overarching concept for this year. *For details, please see the concept movie.

Major changes aimed at bettering society are underway in the auto industry through implementation of CASE and the achievement of a reduction in environmental impact. Against that backdrop, we would like to present a few of our latest advanced colours, incorporating technologies needed for next-generation automobiles and the results of our unique database analysis.



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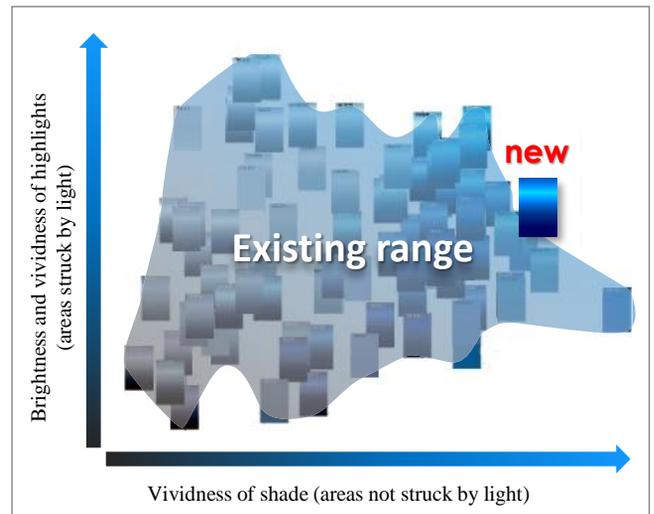


Colour 1

Ocean Blue Next

A new range of blues created through our unique database analysis

Blue is very popular in the world auto market and is offered in a variety of textures and tones. This year, we wanted to develop a new range of blues which more attractively highlighted automobiles, so we analyzed the characteristics of the ever-popular blue using our company's original auto body colour database. "Ocean Blue Next" expresses depth with purity, and was developed based on Kansai Paint's sophisticated technical skills and market analysis capabilities. This is a paint colour we especially wish to recommend to you, our valued customers.



The graph to the right compares the new blue with blue paint colours currently available in the market. These paints were created with ordinary paint processes (i.e., those utilizing special processes are excluded). For "Ocean Blue Next," we achieved an ideal balance of depth and vividness by carefully examining colouring materials and pigments.



Colour 2

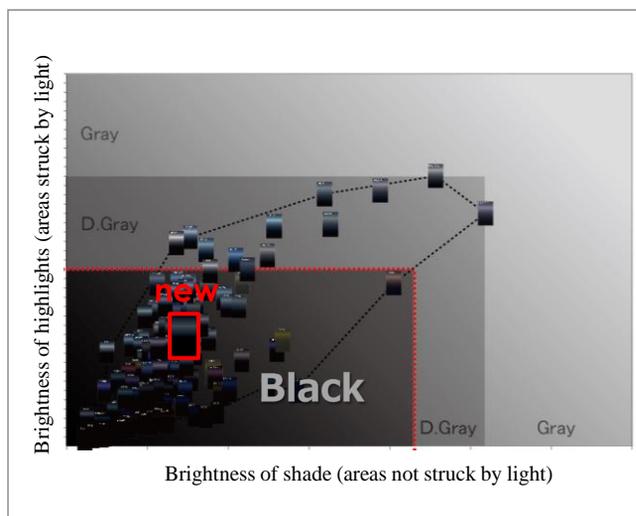
Black panther

State-of-the-art black, compatible with LiDAR technology

LiDAR is a sensing technology for self-driving cars in which distance is measured by detecting light reflected back from objects that have been illuminated with an infrared laser. However, LiDAR's detection sensitivity markedly declines for objects with a high degree of jet blackness.

Developed this year, "Black Panther" employs our unique technology to ensure high reflectivity even in the infrared range, and this enables the detection of infrared light reflected off it even while it retains a jet black design. Adding aluminum flakes or pearl pigment beyond a certain point can

also make black paints appear gray. In order to define the range of colour that we designate as black, we carried out research on black effect paints for auto bodies where the boundary between black and gray can be vague. The results were applied to the development of this paint. We presented this research at the 51st Annual Meeting of the Color Science Association of Japan.





The latest trend in colours devised by colour development experts from various countries

"Linen Velvet" is one of the "Global trend colours" of the Kansai Paint Group. It was devised together with experts in colour development from seven countries, primarily in Asia, based on the latest lifestyles in each country and surveys of colour trends at motor shows and other events. Keeping in mind the characteristics of linen velvet—which include a soft and elegant texture—this colour was developed by utilizing the gentle luster of pearl pigment.

This year's global colour trend meeting was attended by participants from China, India, Indonesia, Japan, Malaysia, Thailand, and Turkey (In alphabetical order), and the global colour concept "Alone but not lonely" was adopted, together with our globally trending colours.



※This photo was taken on the 10th of October, 2019

CONCEPT

Alone but not lonely

"I want to connect with people and society, but I enjoy being alone."
Colour development in line with these two ideas revealed by current trends:

THEME1

Connected future

A future vision of heightening environmental awareness and ideals being realized



THEME2

A cup of tea

A trend toward enjoying time alone, with no outside constraints

