

## Innovation Technologies for Automotive Coatings

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Automotive coatings are applied to car bodies for protection, styling, and aesthetics. It is an area of technology along with aesthetic design. In the past, the requirements for automotive coatings are simple e.g. protection and applicability. However, modern world requires automotive coatings serve as an important role of protecting assets and also provide design values. Furthermore, the environmental compliance for automotive coatings technology is another aspect of focusing. The volatile organic compounds (VOC) should be eliminated or at least minimized with available technologies complying local environmental regulations. The performance of coatings is a big concern of consumers. The acid rain resistance and scratch resistance are one of the main requirements from car buyers. Recently, the requirements are shifting to cost savings due to economy downturn. The cost savings can be done through material changes but it will be optimized when we take competitive raw materials with process changes concurrently.