



CMG 2023+ KEY COLOR

ASIA PACIFIC



E.V.

A low chroma, luminous, neon-like blue with whispers of natural green notes, E.V. underlines how the widespread adoption of electric vehicles (EV) will mark a turning point for sustainability as well as for personal and commercial transportation.

E.V. represents mobility, not only in the sense of transportation, but also in the determination to move forward with new revolutionary technologies for clean energy. Conventional foliage green, traditionally used as symbol of the environment, gives ground to a vibrant blue to communicate environmentally related matters. This color telegraphs the enthusiasm around the topic of clean energy and new methods of sustainability, as we witness the world deliberating the shift to battery-powered vehicles and alternative energy, and the associated issues yet to be resolved.

The mass adaption of EV's to replace fossil fuel powered vehicles is expected to reduce environmental pollution and avoid dependence on non-renewable energy. Battery, motor, and energy storage technologies, along with advanced control algorithms, will contribute to EV performance improvements. Safety, performance, convenience, cost, and battery recycling will play important roles in the sustainable future of electric vehicles.

To further widespread electric vehicles on the roads, it is necessary to develop the infrastructure, charging technologies and charging stations. The development and application of advanced control technologies along with artificial intelligence (AI) to improve performance and flexible operation of EVs, represent new challenges and big opportunities to further the developments.

Tesla and other organizations are instrumental in finding ways to recycle battery components so they can be used multiple times instead of discarding them and creating new land pollutants. The Tesla-Redwood partnership provides the technology to extract and recycle battery components not only from EV batteries, but also from electronic devices, including old ones from past decades. It is believed that this could prove to be the largest resource of precious minerals like nickel, cobalt, copper, graphite, and lithium. It is also extremely cost effective, which drives down the cost of EVs, allowing for a faster and wider adaption. This is truly "end-to-end" recycling.

These new, exciting, and innovative technologies call for a color that is vibrant with the power to convey enthusiasm and anticipation. Hence a green-based blue that supersedes the traditional vegetation green to represent matters related to the environment and technology.

E.V. is suggested with a glossy finish and is anticipated to appear in markets such as Automotive Exteriors, Consumer Goods, Health & Wellness, Sporting Goods, Sports Vehicles and Visual Communications in the four regions: Asia Pacific, Europe, Latin America and North America.

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