

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

CONTINUED FROM PAGE 1

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. The "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 choice.

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 forward

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."



Additional charge for Extras. Prices and participation may vary. Plus tax where applicable. ©2013 Doctor's Associates Inc. SUBWAY is a registered trademark of Doctor's Associates Inc.

WARREN	STERLING HGTS.	SHELBY
31690 Mound Rd 13 & Mound 586-939-1000	28950 Van Dyke Ave 12 & Van Dyke 586-558-3882	37876 Van Dyke at 16 1/2 Mile 586-795-8368
26627 Hoover Rd 11 & Hoover 586-754-8205	Drive Thru Service: NOW OPEN 24 HOURS 33201 Van Dyke Ave South of 14 Mile 586-795-0000	Subway/Walmart NOW OPEN 24 HOURS 33201 Van Dyke 14 & Van Dyke 586-274-4319
30820 Hoover Rd 13 & Hoover 586-573-7829	Subway/Meijer 29505 Mound Road 12 Mile & Mound 586-558-0100	Subway/Meijer 36600 Van Dyke Ave 586-795-1606
29144 Ryan Rd 12 & Ryan 586-573-8000	ROSEVILLE Subway/Walmart 28804 Gratiot 12 & Gratiot 586-773-1682	38357 Dodge Park at Plumbrook 586-264-5300
	TROY Subway/Oakland Mall 498 14 Mile Rd 248-307-1271	40058 Van Dyke 18 Mile & Van Dyke 586-939-4500
	1939 W. Maple Rd West of Crooks 248-435-2846	NOW OPEN 24 HOURS 7960 Metro Parkway Van Dyke & Metro Pkwy 586-268-0800
	Subway/Walmart 2001 W. Maple Rd West of Crooks 248-435-2431	SubwayChrysler 38111 Van Dyke 586-268-6900
		WASHINGTON TWP. NOW OPEN-DRIVE THRU 13160 32 Mile Road 32 & Van Dyke X-Way 586-281-6359
		ROMEO 66603 Van Dyke South of 31 Mile 586-752-6500

VYLETEL GMC

AUGUST LEASE SPECIALS!

<p>LEASE MUST EXPIRE BY 7/31/14 GM LEASE LOYALTY IS BACK</p> <p>No Need To Trade In. \$500 Addl. with Current Lease in Household</p>	<p>JUST ANNOUNCED: Stackable Bonus Cash for GM Employees. Up to \$1,000 for Buick/GMC Models</p>	<p>FREE OFFERS EXPERIENCE BUICK</p> <p>2 YEAR Scheduled Maintenance! 2 YEAR XM Satellite Radio! 2 YEAR OnStar w/Directions & Connections!</p>	<p>ATTENTION ACTIVE RESERVE OR RETIRED MILITARY!</p> <p>Receive An Additional \$750 Towards Purchase Or Lease Of Any Buick GMC Model</p>	<p>ATTENTION FORD & CHRYSLER OWNERS!</p> <p>You Get Up To An Additional \$2,000 Rebate! Towards Purchase Or Lease You DO NOT Need To Trade In Your Non-GM Vehicle To Quality</p>
<p>DEMO SPECIAL 2013 ACADIA FWD SLE-1</p> <p>39 MO. LEASE \$229*</p> <p>GM Pricing plus tax. Lease figured with lease loyalty rebate. Demo miles 4677. Lessee assumes lease figured for 12K per year not including demo miles. Actual miles allowed 9661 per year. No security deposit.</p> <p>Stock #9339-13 • Deal #42637</p>	<p>DEMO SPECIAL 2013 BUICK ENCORE CONVENIENCE GROUP</p> <p>24 MO. LEASE \$229*</p> <ul style="list-style-type: none"> Remote start Fog lamps Alloy wheels Dual climate control and more. <p>Demo special lessee assumes demo miles of 2520. Lessee assumes lease figured for 10K per year not including demo miles. Actual miles allowed 8740 per year figured w/conquest rebate. No security dep. required.</p> <p>Stock #5914-13 • Deal #43296</p>			
<p>THE ALL NEW 2014 SIERRA CREW CAB 4WD SLE</p> <ul style="list-style-type: none"> Value Package includes trailering • Pwr seat Remote start • Fog lamps • Dual climate control power outlet 110-volt and more!! <p>36 MO. LEASE \$339*</p> <p>10K Per Year</p> <p>Stock #9765-14 • Deal #43963</p>	<p>2013 GMC TERRAIN FWD SLE-1</p> <ul style="list-style-type: none"> Rear Back-Up Camera • Full Power Locks/Windows <p>39 MO. LEASE \$199*</p> <p>10K Per Year</p> <p>Stock #9699-13 • Deal #42635</p>			
<p>2013 REGAL eASSIST TECHNOLOGY</p> <ul style="list-style-type: none"> Leather • Heated seats Full pwr lock/windows <p>24 MO. LEASE \$189*</p> <p>10K Per Year</p> <p>Lessee assumes demo miles of 2119. Actual miles allowed 8940 per year. Figured w/conquest rebate. Everyone lease don't need to be GM employees to qualify. No security dep. required.</p> <p>Stock #5922-13 • Deal #42631</p>	<p>2013 BUICK LACROSSE</p> <ul style="list-style-type: none"> eAssist technology <p>24 MO. LEASE \$179*</p> <p>10K Per Year</p> <p>GM Pricing plus tax. Lease figured with Loyalty rebate. No security dep. required.</p> <p>Stock #5800-13 • Deal #42634</p>			
<p>DEMO SPECIAL 2013 VERANO FWD 1SD</p> <ul style="list-style-type: none"> Rear vision camera 18" Alloy wheels <p>24 MO. LEASE \$139*</p> <p>10K Per Year</p> <p>Lessee assumes demo miles actual miles allowed 8818 per year figured w/conquest rebate. No security dep. required.</p> <p>Stock #5720-13 • Deal #42630</p>	<p>ATTENTION GM EMPLOYEES AND FAMILY MEMBERS THIS IS NO JOKE!</p> <p>2013 SIERRA 1500 4WD EXT CAB SLE</p> <ul style="list-style-type: none"> Power tech package includes 5.3l v8 engine • 4x4 w/ trailering • Dual climate control Bluetooth cd player w/ USB port. • 18" chrome wheels 6" chrome assist steps and more!! <p>24 MO. LEASE \$169*</p> <p>10K Per Year</p> <p>No security dep. required. figured w/loyalty rebate. Stock #9730-13 • Deal #43953</p>			

40755 Van Dyke • Sterling Heights • 586.977.2800

WWW.VYLETEL.NET

SALES: M/TH 8:30am-9pm; T/W/F 8:30am-6pm; SAT 10am-3pm
SERVICE: M/TH 7am-8pm; T/W/F 7am-6pm; SAT 8am-1pm

For *2 years receive free maintenance, free OnStar, free XM radio on 24 month leases only. Programs subject to change. Photos may not represent actual vehicle. Total due at lease signing. 2013 Acadia S1681; 2013 Encore S1822; 2014 Sierra Crew S2696; 2013 Terrain S1743; 2013 Regal S1794; 2013 Lacrosse S1876; 2013 Verano S1834; 2013 Sierra Ext. S1139. See dealer for details. Expires 8/31/13.

Our strength PROTECTS YOUR future

1888 | 2013

We Specialize In

**Life Insurance • Annuities • Mutual Funds
Retirement • Education • 401K Rollovers • Investments**

For more information
**Brenda Pozehl (586) 913-8059
Vicki Kata (586) 913-8452**

A member of Western & Southern Financial Group

WARREN URGENT CARE

8am-10pm • 7 Days a week • 365 Days a Year

"Bringing Quality Urgent Care To Your Neighborhood"

"We Care"

URGENT CARE FOR ACCIDENTS AND INJURY

ADULT & PEDIATRIC ILLNESS

Digital X-Rays, EKG and Lab Work, On-Site Lab Service, Strep, Mono, Pregnancy & Urine Testing, Vaccinations, Sports & School Physicals, Occupational Medicine, Work-Related Injuries, Pre-Hire Physicals (BAT & Urine Screening)

SPECIAL ON SPORTS PHYSICAL \$25.00 State-of-the-Art Facility

586-276-8200

31700 Van Dyke • Warren, MI 48093

On Van Dyke Rd., between 13 & 14 Mile in St. John's Windemere Park

OTHER CONVENIENT LOCATIONS:

Woodland Urgent Care 22341 W. 8 Mile Road Detroit 313-387-8700

N. East Macomb Urgent Care 43900 Garfield, Suite 121 Clinton Township 586-868-2600

FLU SHOTS

ATTENTION Chrysler, GM, Ford Employees, we're within 2 miles of your plants

HAP & BCN
NO Referrals Needed!
www.warrenurgentcare.com