CLAIMS

1. A coating composition comprising a resinous binder prepared from a reaction mixture comprising:

(a) a first component;

(b) a second component; and

(c) a third component comprising a block copolymer having (i) a first block comprising units having functional groups reactive with at least one of the first and second components, (ii) a second block comprising units having functional groups that promote adhesion to a polymeric substrate, and (iii) a third block comprising (meth)acrylic acid units, provided that the first component, the second component, and the block copolymer differ from each other, and wherein the first and second components react with each other and the first and/or second components react with the first block of the third component comprising the block copolymer.

2. The coating composition of claim 1, wherein the first component comprises a polyol and the second component comprises an isocyanate, and the copolymer first block comprises units having functional groups reactive with the isocyanate.

3. The coating composition of claim 1, wherein the second block comprises cycloalkyl(meth)acrylate or aryl(meth)acrylate units.

4. The coating composition of claim 3, wherein the second block comprises isobornyl(meth)acrylate units.

5. The coating composition of claim 1, wherein the first block comprises hydroxyl functional (meth)acrylic acid alkyl esters.

6. The coating composition of claim 5, wherein the first block further comprises non-hydroxy functional (meth)acrylic acid alkyl esters.

7. The coating composition of claim 1, wherein component (c) comprises up to 50 wt.% of the resinous binder based on total solids.

8. A method of treating a plastic substrate comprising (1) cleaning at least a portion of a plastic substrate, (2) applying the coating composition of claim 1 directly onto the cleaned portion, wherein step (2) directly follows step (1) with no steps in between.

9. The method of claim 8, wherein the plastic substrate comprises a thermoplastic olefin.

10. The method of claim 8, further comprising applying a second coating composition directly onto the coating composition of claim 1.

11. The method of claim 10, wherein the second coating composition comprises a basecoat composition and/or a clearcoat composition.

12. A method of treating a plastic substrate comprising (1) cleaning at least a portion of a plastic substrate, (2) treating the cleaned portion with an adhesion promoter and (3) applying a coating composition directly onto the treated portion, wherein steps (2) and (3) directly follow step (1) with no steps in between steps (1) and (2) or steps (2) and (3), wherein the coating composition comprises (i) a film-forming polymer, (ii) an adhesion promoter, and (iii) a block copolymer, wherein components (i), (ii), and (iii) are different from each other, wherein the block co-polymer comprises a first block, a second block, and a third block, wherein the second block comprises units having functional groups that promote adhesion to a polymeric substrate, and wherein the third block comprises (meth)acrylic acid units.

13. The method of claim 12, wherein the first block comprises hydroxyl groups.

14. The method of claim 12, wherein the adhesion promoting functional groups of the second block comprise cycloalkyl(meth)acrylate or aryl(meth)acrylate units.

15. The method of claim 14, wherein the adhesion promoting functional groups of the second block comprise isobornyl(meth)acrylate units.

16. The method of claim 12, further comprising applying a clearcoat composition directly onto the coating composition, wherein the clearcoat composition is reactive with functional groups of the first block.

17. The method of claim 12, wherein the plastic substrate comprises a thermoplastic olefin.

18. The method of claim 12, wherein the coating composition comprises a basecoat coating composition.

19. A coating composition comprising (i) a film-forming polymer, (ii) an adhesion promoter, and (iii) a block copolymer, wherein components (i), (ii), and (iii) are different from each other, wherein the block co-polymer comprises a first block, a second block, and a third block, wherein the second block comprises units having functional groups that promote adhesion to a polymeric substrate, and wherein the third block comprises (meth)acrylic acid units.

20. The coating composition of claim 19, wherein one block of the copolymer comprises cycloalkyl(meth)acrylate or aryl(meth)acrylate units.

21. The coating composition of claim 20, wherein said block of the copolymer comprises isobornyl(meth)acrylate units.

22. The coating composition of claim 20, wherein another block of the copolymer comprises hydroxy functional (meth)acrylic acid alkyl esters.

23. The coating composition of claim 22, wherein said other block of the copolymer further comprises non-hydroxy functional (meth)acrylic acid alkyl esters.

24. A method of treating a plastic substrate comprising applying the coating composition of claim 19 directly onto at least a portion of a plastic substrate.

25. The method of claim 24, further comprising applying directly onto the coating composition, a second coating composition with no coating steps in between.

26. The method of claim 24, further comprising pre-cleaning the plastic substrate prior to applying the coating composition.