

# **Global Automotive 2014 Color Popularity Report**

**Featuring "Color Matrix"  
Future Trend Report**

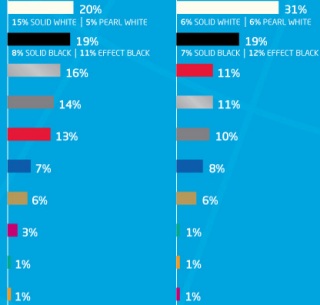
# Color Popularity 2014



- White
- Black
- Silver
- Gray
- Red
- Blue
- Brown/Beige
- Yellow/Gold
- Others
- Green



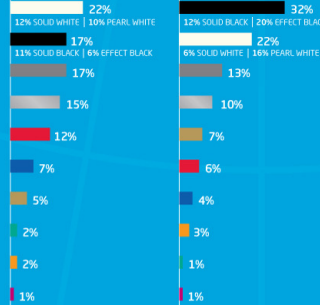
## North America



COMPACT/SPORT

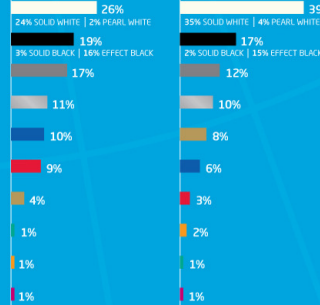
TRUCK/SUV

## Europe



INTERMEDIATE/MPV

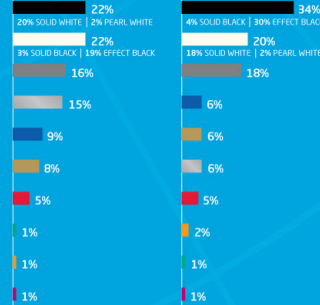
## Europe



COMPACT/SPORT

TRUCK/SUV

## Europe



INTERMEDIATE/MPV

LUXURY/LUXURY SUV

# Global Automotive 2014 Color Popularity Report

Axalta is a leader in color, focused on customers' needs and guided by a commitment to innovation. The *Global Automotive Color Popularity Report*, now in its 62nd year, is the longest running, most comprehensive report of its kind. It is an in-depth look at automotive color popularity by region and vehicle segment.

The world color data shows white, at 29 percent, is the most popular color on vehicles for the fourth year in a row. Rich color is showing signs of becoming more prevalent as red, blue and yellow each increased by one percent. Black is still strong overall in the market at 19 percent, a one percent decrease since last year. Silver continues its four-year decline to 14 percent.

In North America, red vehicles are becoming more popular as red increased three percent. The preference for high chroma reds in mid-to-dark shades is growing. White, silver and black declined one percent each this year but white remains as the top choice for the eighth year in a row, at 25 percent. White pearlcoats are most popular in the US while solid whites are preferred in Mexico.

South America has a strong preference for white at 37 percent and silver at 23 percent, which reflects a preference for light colors. Black, at 12 percent, comes in third. Red, at 11 percent, has also increased in this region by two percent.

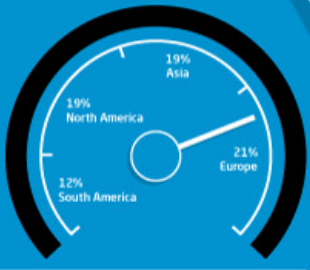
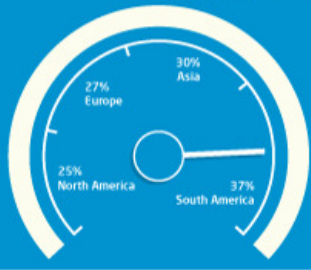
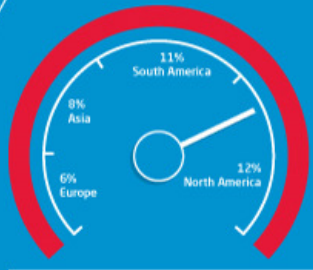
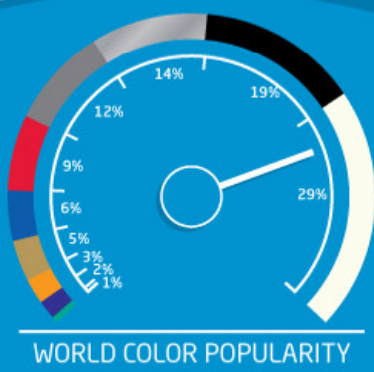
In Europe, blue rules the road as the hue appears on more vehicles here than any other region. The increase appeared most in the compact/sport and intermediate/MPV

categories. For the previous eight years, white has been on the rise but showed a slight loss this year. Since 2008, silver continues to decline in all vehicle segments. Green is not catching the eye of the car buyer and remains at one percent popularity in this region.

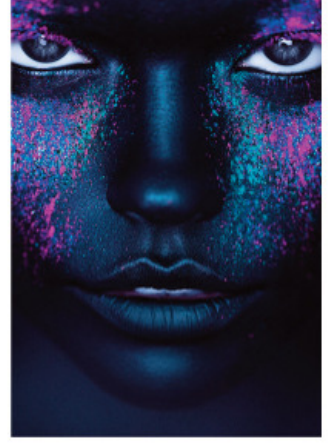
Russia showed a five percent increase of white and a four percent increase of brown/beige vehicles. Although green has been a color of interest over the last few years, it has started to decline.

Asia shows a strong preference for white at 30 percent, with the highest usage in South Korea at 34 percent. While black, at 24 percent, is most popular in China, the dark hue dropped slightly overall in Asia but remained in second place at 19 percent in total. In Japan, blue, at eight percent, is the most popular color after neutrals. Silver, at 31 percent, is the most popular color in India.

In Africa, white, at 45 percent, is more popular than in any other region or country. Silver is declining but has maintained second place at 17 percent. Blue climbed three percent this year to total seven percent.



RED, WHITE, BLUE AND BLACK COLOR POPULARITY BY REGION



## Science Meets Design for an Array of Color

The newest automotive coating forecast from Axalta Coating Systems presents the latest color trends carefully showcased to convey the most innovative technical advancements in color blended with insights into consumer preferences for color choices.

Our annual color forecast for 2014, *Color Matrix*, celebrates the impact on automotive coatings that comes from a creative fusion of science and design. The four categories: 'Shades of Pale', 'Electric Brightness', 'Subtle Shadows' and 'Dash of Darkness' represent the next generation megatrends in the automotive industry. Advanced color technologies from Axalta's research and development labs add further to the breadth of color style combinations. Highly chromatic paint offers lush colors that virtually seep into the auto body.

### Shades of Pale

**Color Code:** The range of pastel colors is formulated in a variety of effects. Light metallic colors highlight hints of silver. The soft character of solid and porcelain effects look modern and clean; soft shades of tan, yellow, sage and pewter are offered in solid or solid effect versions.

**Lifestyle:** The growing demand for pastel or soft color shades is influenced by an appreciation for a modest lifestyle. The conscious effort to minimize an environmental footprint plays into pure and simple choices.

**Target Group:** This palette is targeted for hybrid and fuel efficient vehicles, eco-driven concepts or small luxury sedans. These colors also show well on small cars, especially the solid and solid-metallic colors.

**Paint Technology:** The soft appeal of fine metallic effects with opaque color flop is formulated with titanium dioxide and metallic flakes. Shades of copper, rose and gold are shown with metallic attributes and high travel metallics are coarse and bright.

### Electric Brightness

**Color Code:** Bright and chromatic colors are forecasted to gain popularity and are formulated to break traditional chroma barriers by optimizing the highest chroma and intensity.

**Lifestyle:** The challenges of fast-paced lifestyles can be exciting. Intense sports and exotic travel is embraced by individuals with confidence and personal expression is often exhibited in boldly colored consumer products.

**Target Group:** These electric colors will show well on fast and sporty vehicles as buyers strive to stand out on the road. Eye-catching hues will grab attention on limited editions and specialty brands. Premium reds and blues will be used on all sedans and SUVs.

**Paint Technology:** Technology advancements in high chroma colors are formulated with high energy dispersions and pigments identified to achieve more chroma.

### Subtle Shadows

**Color Code:** The intermediate shades are natural and inviting. The warm, muted characters are refreshed by sparkling effects and metallic attributes. The elegance of the grayish undertone reveals a modern appearance.

**Lifestyle:** Inspired by nature and trending urban interior design, these shades convey casual elegance and warmth. Modern designs are using cool and natural shades for a sophisticated look.

**Target Group:** A wide variety of vehicle types are suited for these colors. Cross-vehicle usage will be seen on large SUV's, intermediate vehicles and traditional brands.

**Paint Technology:** The muted hues are formulated with a variety of flakes to achieve both fine flake appearance and sparkling effects. Glass, pearlescent and colored metallic flakes are used in this palette.

### Dash of Darkness

**Color Code:** Dark hues expanded outside of black and gray are forecasted to be used in an array of colors. The deep jewel tones are mixed with earthy hues.

**Lifestyle:** The global ability to purchase more luxurious and high quality products is on the rise. Dark colors have a glamorous perception. Enhancing these spaces with colorful hues adds a mysterious and dramatic element.

**Target Group:** Globally these colors have been most popular on luxury lines. The expansion of these colors will be seen on exclusive and traditional brands, especially large-sized vehicles, but are versatile enough for all brands and vehicle sizes.

**Paint Technology:** Dark color spaces are formulated with coarse and colorful flakes to give a jewel-like effect. Hue shifting effects are used to highlight attributes of the travel.

# Contact us.

## Regional & National

### North America

Axalta Coating Systems, LLC  
nancy.m.lockhart@axaltacs.com  
+1 586 307 9927

### Asia Pacific (excl. China)

Axalta Coating Systems Australia Pty. Ltd.  
steve.j.burns@axaltacs.com  
+61 (0) 423 026 071

### China

Axalta Coating Systems Shanghai Holding Co., Ltd.  
joyce.sheng@axaltacs.com  
+86 (0) 21 6020 3666

### Europe, Middle East, Africa

Axalta Coating Systems Deutschland Holding GmbH & Co. KG  
elke.dirks@axaltacs.com  
+49 202 529 6233

### Latin America (excl. Brazil)

Axalta Coating Systems Mexico S de RL de CV  
juan-pablo.hernandez@axaltacs.com  
+52 55 5366 3345

### Brazil

Axalta Coating Systems Brazil LTDA  
marcus.v.lima@axaltacs.com  
+55 11 99 169 3348

## Global

Axalta Coating Systems, LLC  
2001 Market Street  
Suite 3600  
Philadelphia, PA 19103  
USA

danielle.ruess-saltz@axaltacs.com  
+1 215 255 4371

[axaltacoatingsystems.com](http://axaltacoatingsystems.com)

