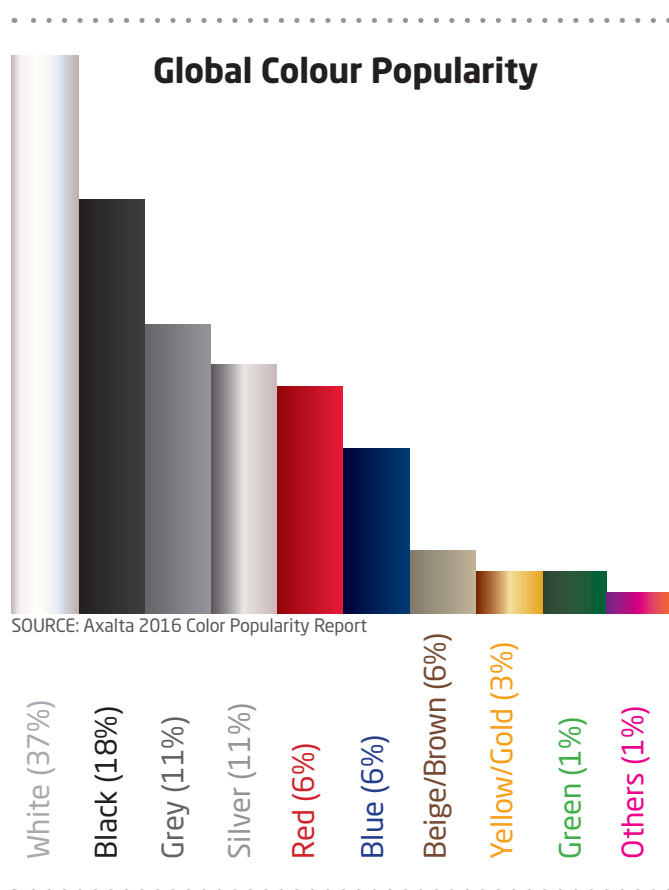


Celebrating 90 Years of Iconic Colour





What if I told you that Axalta convened the first-ever Color Advisory Committee to craft colours specifically for cars 90 years ago



Just as we were 90 years ago, Axalta is committed to driving the future of iconic car colours and technologies.

At Axalta, we are proud to be celebrating 90 years of colour expertise.

Through working closely with automotive original equipment manufacturers, refinishers and customers, we are recognised as an industry leader in colour research and development.

We have made it our business to understand what makes each generation tick. From the era of mass produced automobiles with black coatings in the 1920's, the introduction of the first Muscle Car in the 1960's, to environmentally responsible coatings of the 80's through to today.

By having a better understanding of colour choices of yesterday and the latest trending colours of today, we can help our customers take a glimpse into what will drive consumer decisions into the future.

Let's now take a step back in time...

The 64th Edition of the Automotive Color Popularity Report, highlights automotive colour choices and trends. It is the longest running and most comprehensive report of its kind in the world.



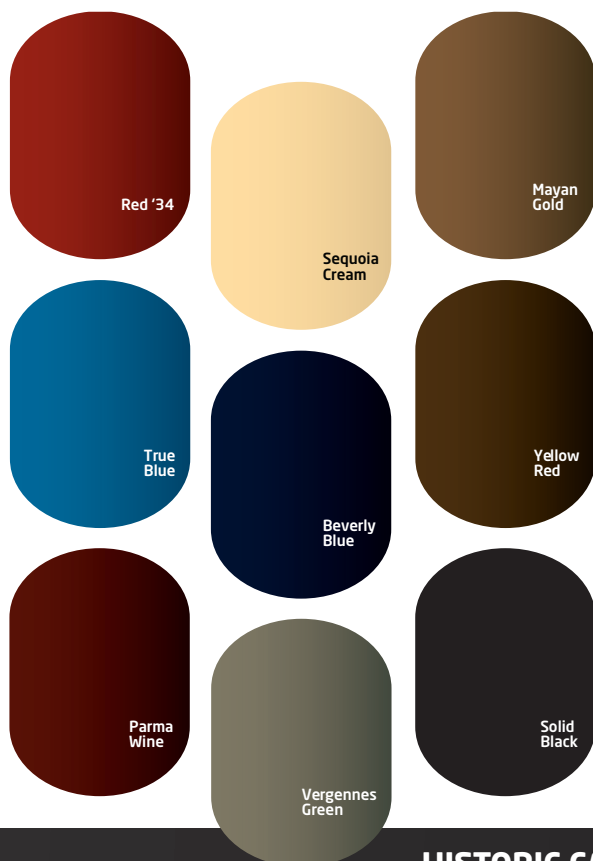
What if I told you that cars used to be coated in varnish... just like the horse and buggy days

Black coating was popular for automakers because it dried the fastest. But the entire process could still take up to 40 days.

The era saw large-scale adoption of telephones, motion pictures, electricity and cars. As car ads became more popular in this era, manufacturers began appealing to consumers' emotions with colour. The automotive design process was forever changed.

The first forays into colour saw new shades that can largely be attributed to Axalta's pioneering work in industrial design. Against today's standards, the colours look dark and desaturated. But, at the time, this revolutionary use of colour amazed buyers.

A new era of luxury was born as people took charge of transportation needs in comfortable vehicles equipped with heaters and radios.



1923

The first duco colour paints are used on cars, making it possible to apply paint with spray guns instead of by hand. Paint drying time reduces from days to hours.

1927

Axalta convened the first-ever Color Advisory Committee to craft colours specifically for cars.

1929

Alkyd enamel coatings take advantage of new baking and curing technologies, making them more resistant and durable.

1935

The first mixing-machine tinting system is developed.

What if I told you that there was a time we identified race cars by colour, not number



We all love auto racing today. Aided by modern conveniences including radios and smartphones, we can follow our favourite drivers effortlessly at the track. We can even listen to conversations between drivers and pit crews.

Before modern amenities, colour made the cars easily identifiable to fans. This era's international race cars were decorated in colours specific to the manufacturer (or sometimes the driver). Some of the most popular include the Bleu de France Bugattis, Rosso Corsa Alfa Romeos and British Racing Green Bentleys.

Races included the annual "24 Hours of Le Mans" (French: 24 Heures du Mans), which was first run in 1923, the "Targa Florio" and "Mille Miglia" of Italy, and later Mexico's "Carrera Panamericana."

Also in this era, the auto industry entered WWII selling stark, conservative "blackout" car models with neither chrome nor aesthetic ornamental embellishment.



1945

The first Volkswagen Beetle is produced. The original "Bug" remained in production until 1977.

1948

Axalta's ColorMaster™ colourimeter is commercialised, improving colour design and colour matching for OEMs and refinishers alike.

What if I told you that some of the most iconic cars were painted coral, blue, yellow, teal and green



Those who love cars, love the cars of the '50s. Cars became lower, longer and lighter. Many were designed by stylists who were influenced by aviation and train travel.

Light colours and design attributes, such as curved windshields and tail fins were everywhere. Cars with dramatically different interior and exterior colours hit the showrooms. Two-toning, pinstripes, custom wheels... the '50s had it all. In fact, colour complemented and accentuated every square inch of these dramatic designs.

The cars were beautiful, thanks in large part to "reflow acrylics" (named Lucite). Requiring large amounts of solvent, these coatings were baked in big ovens to accelerate solvent evaporation, improving the smoothness of the finish. Productivity improved and costs fell.

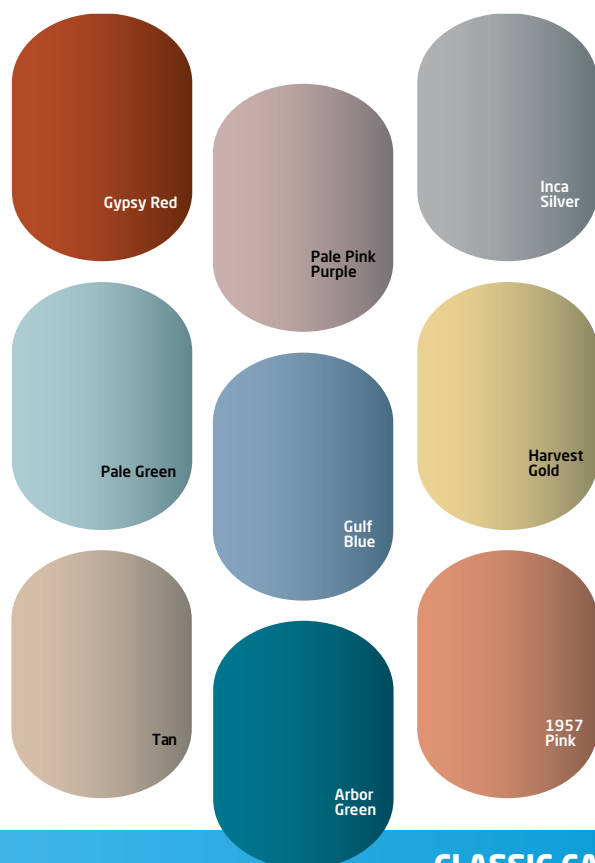
It was a time of optimism.

1953

Axalta becomes the leading company to publish data on auto colour trends and popularity with Color Popularity Reports.

1957

Our scientists develop the first L,A,B colour cube root equation, which becomes part of the foundation of modern colour science.



CLASSIC CAR ERA (1950 - 1960)

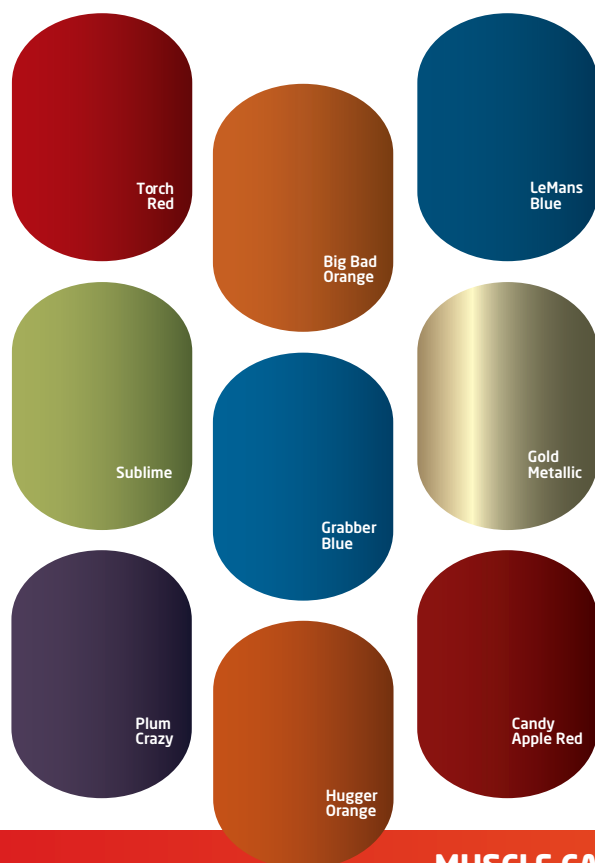


What if I told you that 1964 saw the birth of the world's first Muscle Car, the Pontiac GTO

Muscle Cars. What term sums up an era more accurately? An American phenomenon, the machines were envisioned and built by Detroit's Big Three automakers.

1964 saw the birth of the first ever Muscle Car, the Pontiac GTO, followed by the Ford Mustang, a pet project of a young Lee Iacocca. In 1965 Buick introduced the first luxurious Muscle Car and in 1966 the Chevrolet Camaro and Dodge Charger both debuted.

As for colours, the early '60s saw medium-shade red metallic finishes gain popularity. By the end of the '60s, warmer colour ranges started to emerge, as medium gold metallics and light copper browns were favoured.



1964

The first metallics paint batch is instrumentally shaded.

1970

DuColor colourimeter is commercialised and digital colour matching computer is implemented.

1978

Axalta scientists optimise three angles for metallic measurement.



What if I told you one of the most far-reaching environmental regulations is just a year older than the Ford Mustang

In the '80s and '90s Axalta made significant gains in innovation that were designed to help customers save time and money and be good for the environment. It was during this era that waterborne paints were introduced with volatile organic compound (VOC) content significantly lower than that of conventional solvent-based paints.

In addition to reducing VOCs, mixing machines became more commonplace, increasing automakers' ability to produce multiple colours. Not surprisingly, this idea of "green" led to an increase in popularity for greens and blues, replacing browns and whites. Vehicle designs ranged from the very boxy to aerodynamic styles inspired by airplanes.

Seeds were planted for today's technologies and our increasing focus on environmentally responsible, productive, safe, cost-effective solutions.

1980

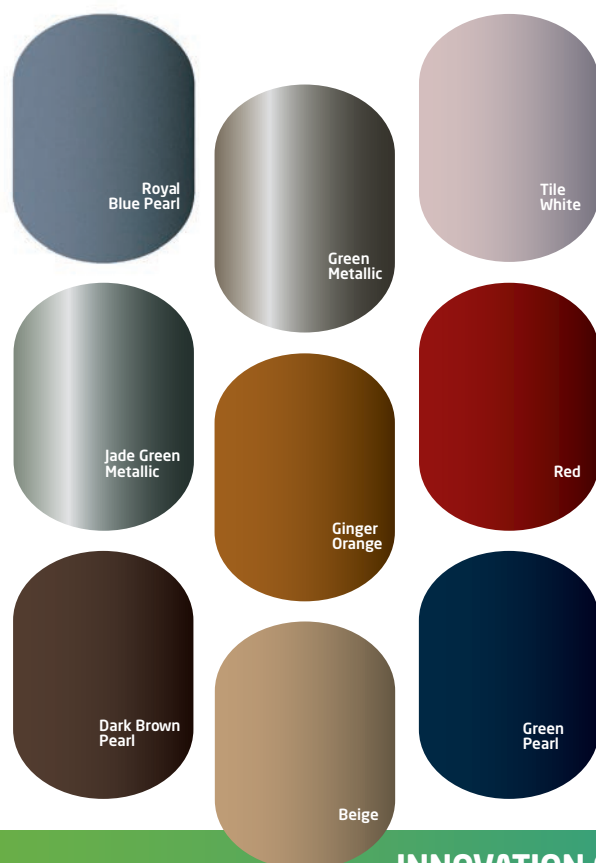
The first waterborne OEM coatings are introduced, featuring lower VOC levels and a reduced environmental impact.

1990

Axalta built and patented our first portable multi-angle spectrophotometer and released it to the market.

2013

We celebrate 60+ years of providing the world with Color Popularity Reports and introduced SpectraMaster™ 3D virtual colour design tool.





TOMORROW

Axalta relies on knowledge of past and evolving consumer preferences to find emerging styling trends for the future. We are already at work on the next breathtaking trends. Some of them could include:

- **Brilliantly Bold:** The tachometer is in the red. The windows are down. The pedal is on the metal. Picture a cloud of dust as drivers race off in cars with vivid shades. Colourful and dynamic, these colours make a statement when you arrive. And when you leave.
- **Sexy Sleek:** Smart. Cool. Expressive. Cars with these finishes are quietly confident. And totally in command. These colours are for drivers who know where they are going. And whom to bring along for the ride.
- **Cool Comebacks:** This isn't the same old green. You have not seen this gold previously. These colours are returning to vehicles in totally new ways with never-before-seen effects. Refreshed. Modern. New.



AXALTA'S AUTOMOTIVE COLOR OF THE YEAR

Daily inspirations, coupled with extensive research has helped Axalta's colour designers and product experts to select our Automotive Colour of the Year.

2015 "RADIANT RED"

Radiant Red is made with Axalta's Cromax® Mosaic low VOC solvent paint brand. It also contains Axalta's Vermeera high chroma technology and a sparkle effect.



2016 "BRILLIANT BLUE"

Brilliant Blue is a mid-shade blue that has both depth and vividness with slight turquoise highlights. It is made with Axalta's high chroma Vermeera™ technology. This multi-layer process provides both an intense blue colour and a unique sparkle effect.



2017 "GALLANT GRAY"

Gallant Gray's luxurious colour is enhanced by blue and silver flakes that produce a unique sparkle effect and dark undertones that enrich the finish, adding sophistication.



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