AXALTA®

2026 - 2027 GLOBAL AUTOMOTIVE COLOR TRENDS

COLOR ∞ BEYOND

Four emerging palettes shaping the future of automotive design

BEYOND QUIET

STRENGTH
IN SOFTNESS

DEEP DIVE

JUST BEYOND
DEPTH

LUXURY 2.0

BEYOND THE
POMP & INTO
THE SOUL

BEYOND ORDINARY

THE POWER
OF ESSENTIALS

BEYOND QUIET

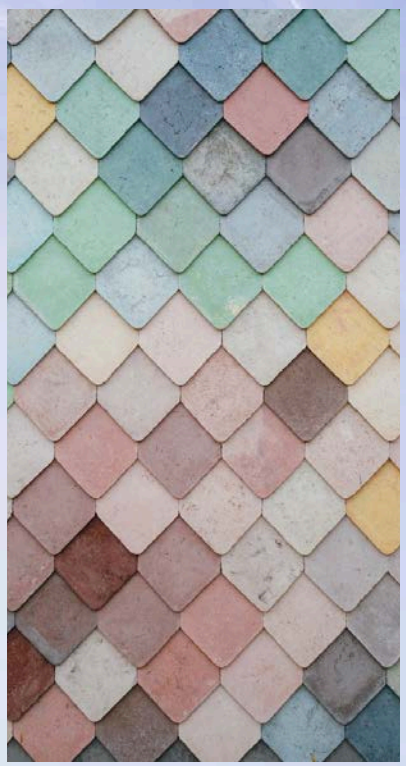
STRENGTH IN SOFTNESS

Pastel tones inspired by fashion and the growing desire for comfort, calm, and understated self-expression.

AI GENERATED

Strong pastels become a powerful tool for creating moments of calm and self-care

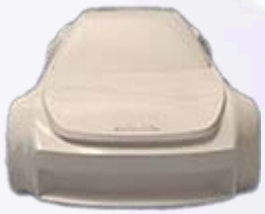
Ideal for progressive brands driven by subtle impact and refined expression











BODILESS BEIGE



MOREOVER PEACH



CRAZY FORESIGHT



TIMELESS TIDE



LIMITLESS LIME



ETERNA GLOW



INNER ENERGY



AGELESS COPPER



STRATUS FOG



OVER THE HORIZON



DISTANT VIEW



VAST VIOLET

DEEP DIVE

JUST BEYOND DEPTH

Maritime-inspired hues that blend optimism and tranquility, creating a sense of openness, exploration, and possibility.

AI GENERATED

Maritime tones satisify the desire for vibrant energy and balanced calm









Ideal for brands translating technology and nature-inspired influences into refined color



INFINITY POOL



GREENER THAN GREEN



FARTHER THAN FERN



TURNING POINT TEAL



ENDLESS HOPE



UNBOUNDED FOREST



HORIZON CERULEAN



CELESTIAL INDIGO



WIDE UNIVERSE



VIOLET VISION

LUXURY 2.0

BEYOND THE POMP & INTO THE SOUL

Rich, sophisticated colors influenced by premium interiors, curated experiences, and a modern interpretation of luxury.

AI GENERATED

Rich reds and browns represent the new code of emotional luxury





Ideal for progressive brands seeking emotional depth and premium appeal







SURPASSING RUBY



ASTRAL ORCHID



REIMAGINED RED



UNCHARTED WINE



FAR AWAY SCAPE



BESIDES BROWN



ETERNAL EARTH



INFINITI MOCHA

BEYOND ORDINARY

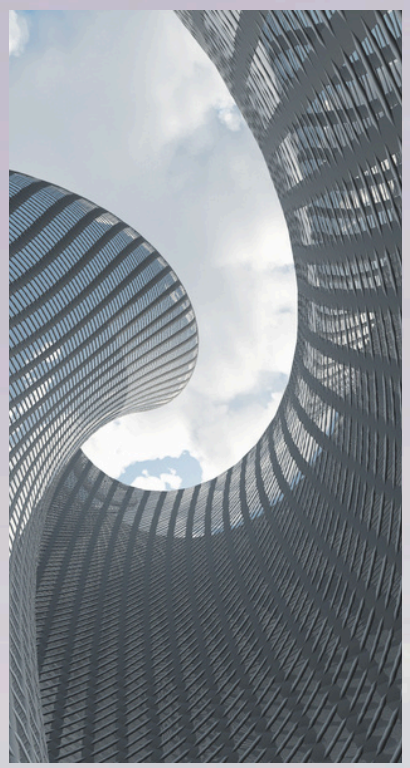
THE POWER OF ESSENTIALS

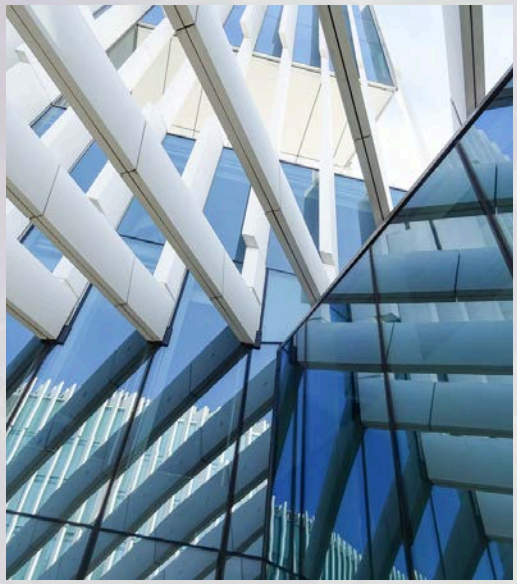
Elevated neutrals and refined metallics that celebrate materiality, craftsmanship, and timeless sophistication.

AI GENERATED

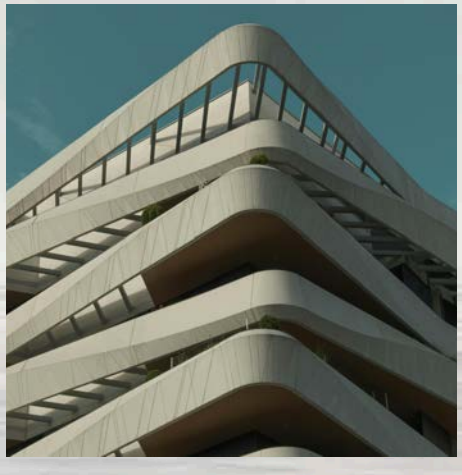
Achromatics are being elevated through advanced effects, finishes, and nuanced undertones

Ideal for brands that turn neutrality into a strategic statement











BACKSIGHT FUTURE



BREAKING THROUGH SKY



SUPERIOR STORM



ECHO OF LIGHT



GILDED GRAVITY



BEHIND THE MIRROR



ABOVE NIMBUS



EXPANSIVE SHADOW



MORE THAN GREY



THROWBACK BLACK



OUTSIDE OLIVE