

**Axalta's Global Automotive  
Color of the Year 2022**

# Royal Magenta



## Luxury Defined

The luxurious color brings a majestic dark finish engrained with merlot and garnet hues that convey elegance and style.

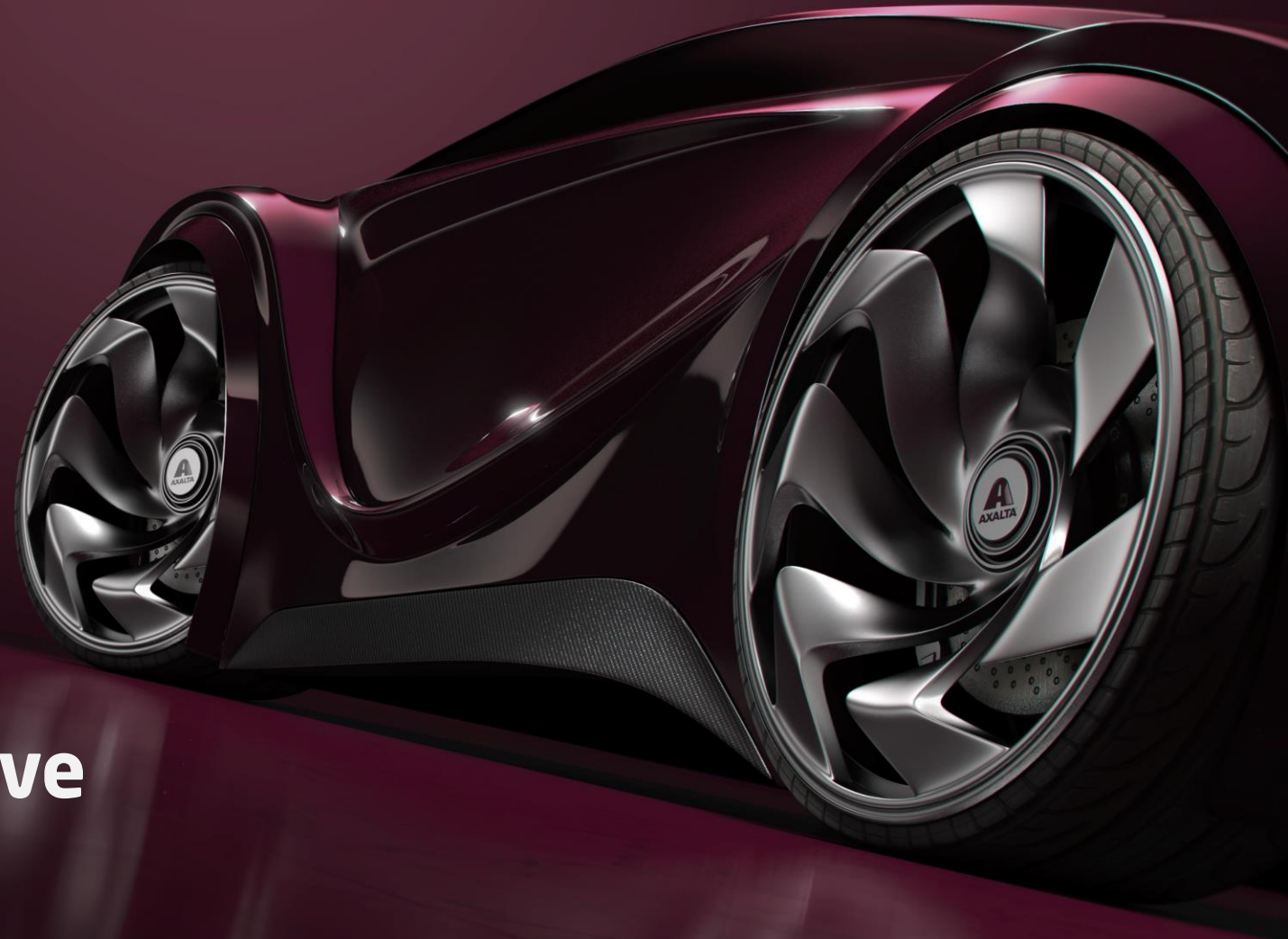
## Majestic Design

The powerful design appears berry red in sunlight yet reveals a dark mysterious look in the midnight hours

## Built for Mobility

Formulated for all vehicle types to enrich the mobility palette with alluring color and radar performance.





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