

## News Release

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### For Immediate Release

#### **Axalta Coating Systems Highlights Six Decades of Automotive Color in a One-of-a-Kind, Historical Automotive Color Popularity Report**

GLEN MILLS, PA, November 4, 2013 - The most popular colors in automotive history are celebrated in Axalta Coating Systems, LLC's (Axalta) color history report titled, *Six Decades of Automotive Color*. Axalta, a leader in providing color trending information for the automotive community, has gathered more than six decades of information showcasing the most popular colors by year in four major automotive markets: North America, Europe, Asia Pacific and South America. The annual tradition of reporting trends in vehicle color popularity began in 1953, with only a North American focus. Over time, the report has been expanded to include all major regions and vehicle segments. For the first time, the top five most popular colors by model year, dating back 60+ years, have been compiled into a historical mosaic of color.

"Our customers have counted on our legacy to deliver exciting color, as well as solutions to meet the challenges of a changing world," said David Fischer, Vice President, OEM Global Market Strategy and Growth, Axalta. "As manufacturing and coatings processes have evolved, the industry's commitment to sustainability has increased and customer expectations for improved performance have continued. Axalta has been a preferred partner to deliver the necessary technology to meet both of these demands."

Axalta will roll out its complete *Six Decades of Automotive Color* report to the automotive industry in the coming weeks, and is planning to showcase some of the initial trends during this week's Specialty Equipment Market Association (SEMA) show in Las Vegas, NV. Visit Axalta at the SEMA show at booth #22391 for a preview.

Axalta Coating Systems is a leading global provider of liquid and powder coatings to automotive, transportation, general industrial and architectural and decorative customers. Axalta will continue to build on more than 145 years of experience in the coatings industry. For more information visit [axaltacoatingsystems.com](http://axaltacoatingsystems.com)