



Global Automotive **2021 Color Popularity Report**

AXALTA COATING SYSTEMS

Global Automotive 2021 Color Popularity Report

White remains the top color of 2021, but Gray continues to gain interest in mobility markets around the world.

Axalta's 69th Global Automotive Color Popularity Report reveals the top automotive colors on the road today are White (35%), Black (19%) and Gray (19%). Gray increased by four percentage points worldwide due to increased interest seen around the globe.

White vehicles have been found in the most abundance on the roads since 2011 worldwide with Asia leading in white vehicle builds. Overall, the popularity of white hit a long-term high of 39% in 2017 and has seen declines in several regions each year since. This year, white declined three percentage points, largely due to a decrease seen in all regions, especially China with a seven percent decrease.

For the third year in a row, Europe ranks the only major region to report Gray as the most popular color at 27%. Silver is most popular in South America as it ranks second place with twenty-three percent usage. Black is most found in Europe at twenty-two percent and continues to lead in the luxury segment. North America has the most amount of new red cars on the road at eight percent.

The results of Axalta's Global Automotive Color Popularity report are tabulated on Axalta's analysis of 2021 automotive build data in major markets and are an indicator of current market trends. Axalta began reporting on the industry's coatings color in 1953 and continues to report on color trends and color preferences.

Axalta celebrated its 2021 Global Automotive Color of the Year, ElectroLight, around the world. The refreshing yellow-green hue was inspired by bold, contemporary flavors that echo style, energy and flair. This color is soothing and calm with an opaque simplicity, yet exciting and fresh with its vibrancy.

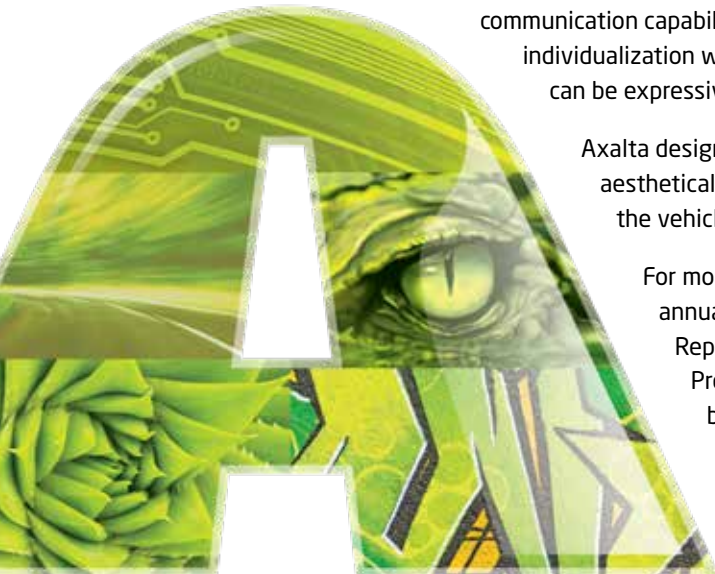
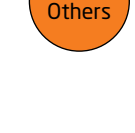
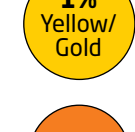
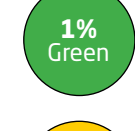
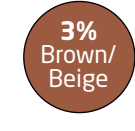
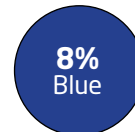
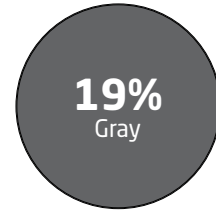
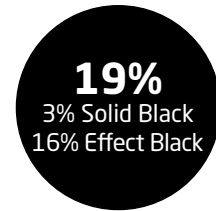
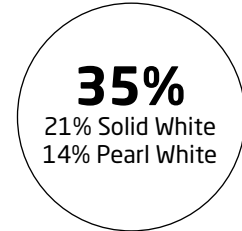
The unique personality of ElectroLight evokes a blend of customized, modern style with sporty performance. Push the boundaries of design by combining ElectroLight with two tone charcoal color accents or matte finishes to reveal its versatility.

ElectroLight aims to illuminate a path toward a green future for vehicles of all sizes with a formula for reflective properties and powerful vehicle-to-vehicle sensing and communication capabilities. ElectroLight combines a passion for individualization with coating science to show how color can be expressive and dynamic.

Axalta designs conceptual colors that are aesthetically and functionally beneficial to the vehicle surfaces.

For more information, visit the company's annual Global Automotive Color Popularity Report, Color Trend Report, and Consumer Preferences Survey. Prior years' reports can be found at axalta.com/color.

WORLD



Color Popularity at a Glance

World

- **White** holds the #1 position at 35% but also saw a (-3%) decline.
- Interest is shifting as **Gray** increased (+4%) and **Blue** increased (+1%) this year.
- Holding steady are **Black** at 19%, **Silver** at 9%, **Red** at 5%, **Brown/Beige** at 3% and **Green** at 1%.

Asia

- Increased interest in **Gray** at 13% and **Green** at 2% also lead to decrease in **White** at 45% and **Silver** at 7%.

China

- **White** has finally began to drop in China holding 50% of the market.
- **Gray** at 14% with an increase (+8%) from last year.

India

- The combined usage of **white, silver, gray** and **black** increased 3% year-over-year.

Japan

- **White** at 37% increased (+2%) due to pearlescent white vehicle increases.
- **Gray** at 6% increased (+1%). **Blue, Red** and **Brown/Beige** all decreased (-1%).

South Korea

- **Brown/Beige** increased (+1%).
- **Silver** decreased (-1%) and dropped to the sixth position.

Europe

- **White's** zenith has been passed, the volume reduced by another -2% and was mainly driven by the decline of solid whites.
- For the third year, **Gray** is positioned as the first choice, by increasing once more (+2%) in popularity. This year interest was especially found in the compact-sport sector.
- **Blue** (11%) is the high chromatic color of interest in Europe with a continued gain of +1% again this year.

North America

- **Gray** increases +2% and now totals 21% to move to second place.
- **Blue** (10%) is steady and **Red** (8%) increased (+1%).
- **Silver** is waning in interest and **White** drops (-2%) in popularity.

Russia

- Significant increase of **Blue** (+3%) and decrease of **Silver** (-3%).
- **White** and **Gray** are top colors and each increased 1%.
- A (-1%) decrease of **Black** and (-2%) decrease of **Red** shades were found.

Africa

- The decline of **White** has started (-3%).
- **Blue** at 10% increased (+3%) and **Gray** at 21% increased (+5%).
- The biggest loss of -5% was found on **Silver** vehicles, now totaling 6%.

South America

- This region stands out as reporting a +4% increase in **Gray** vehicles and a (+3%) increase in **Silver** vehicles.
- Off-setting these increases were declines of **White** (-6%) and **Black** (-1%).

Color Popularity by Region

Blue



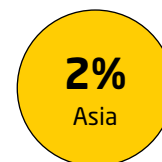
Red



Brown/Beige



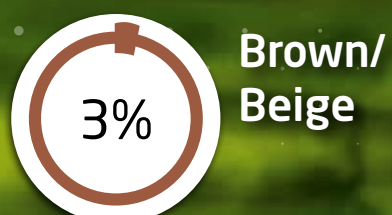
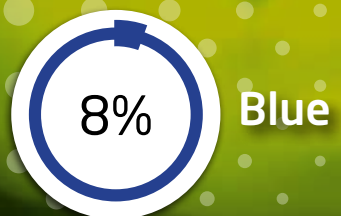
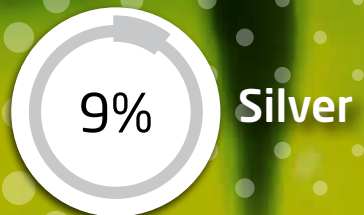
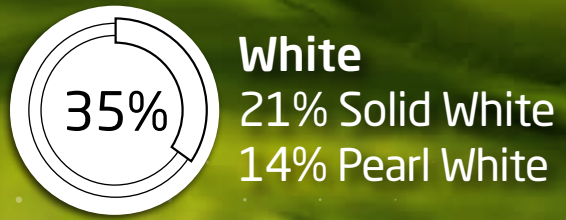
Yellow/Gold



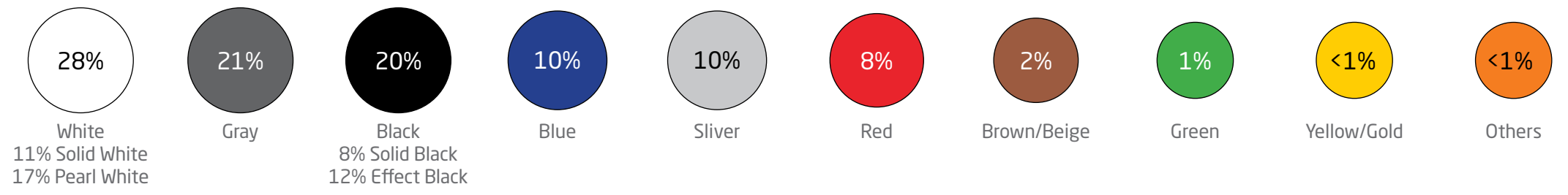


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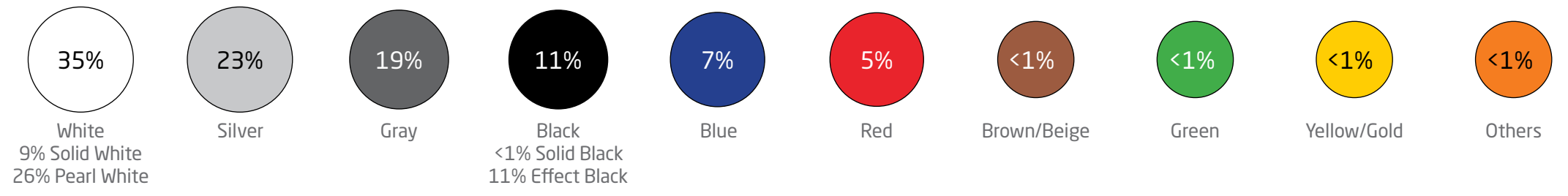
World Color



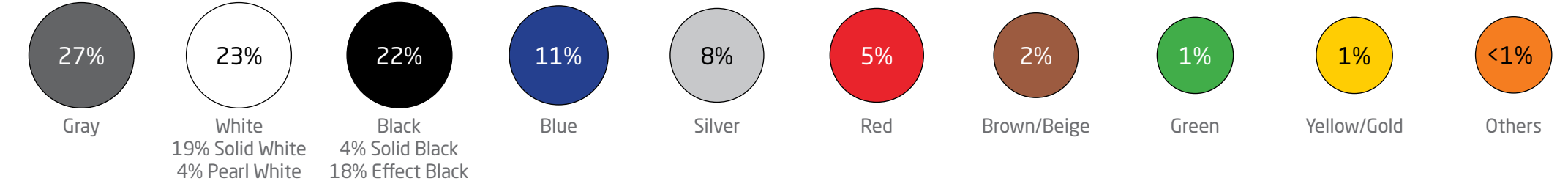
North America



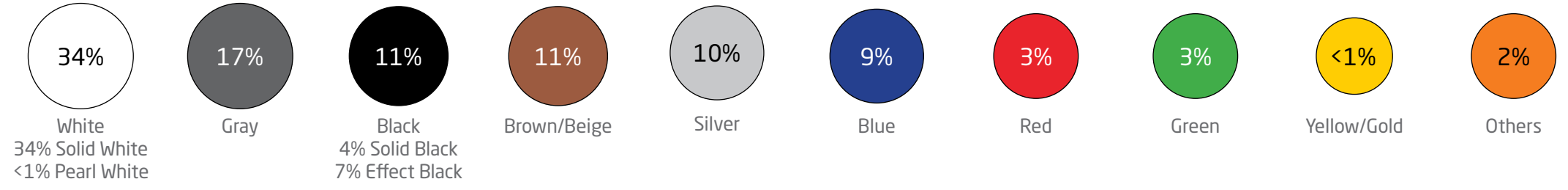
South America



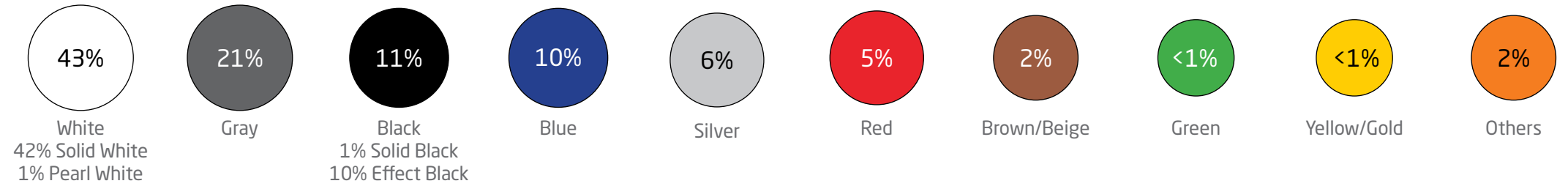
Europe



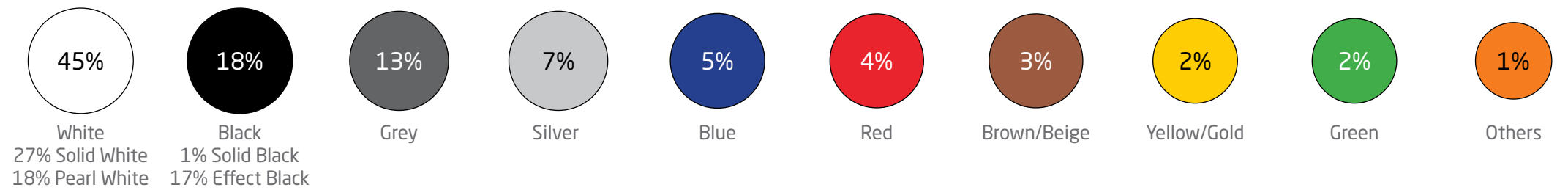
Russia



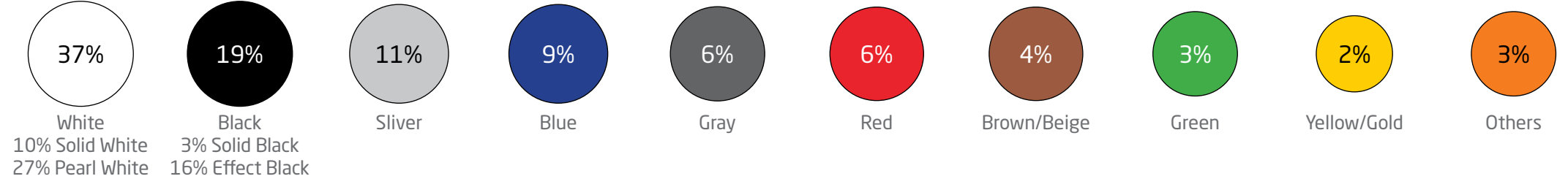
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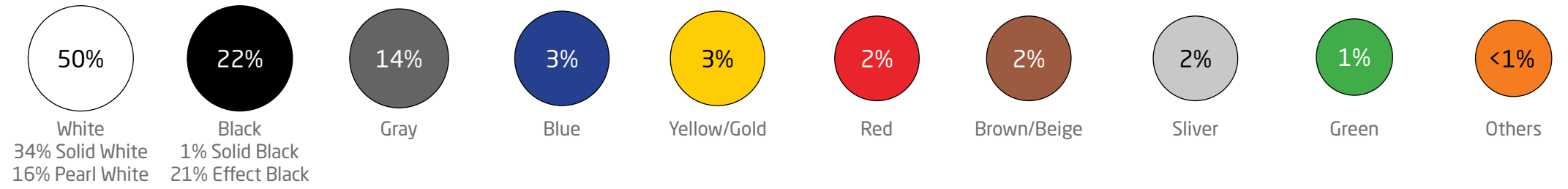
Asia



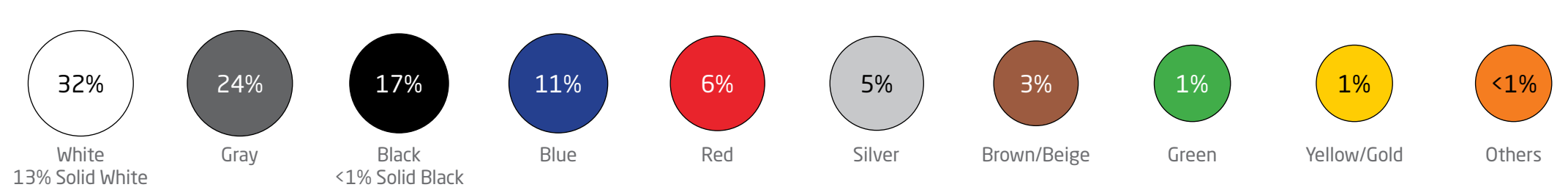
Japan



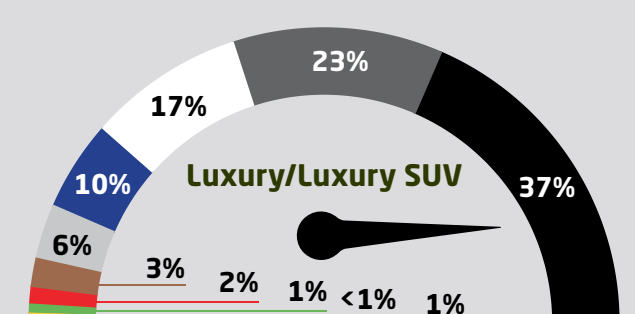
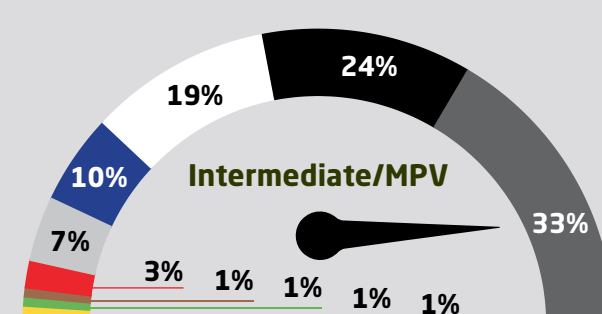
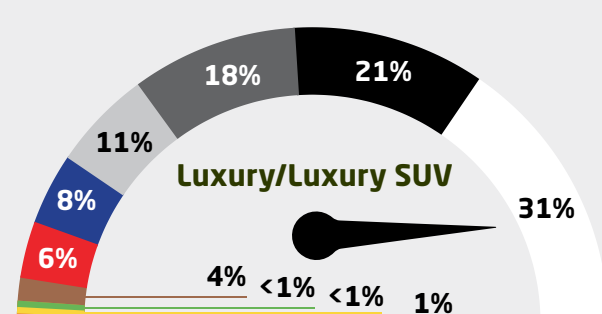
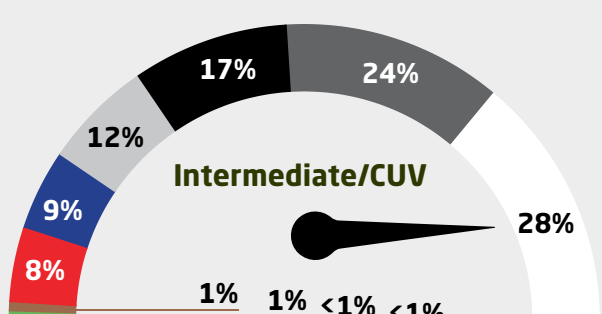
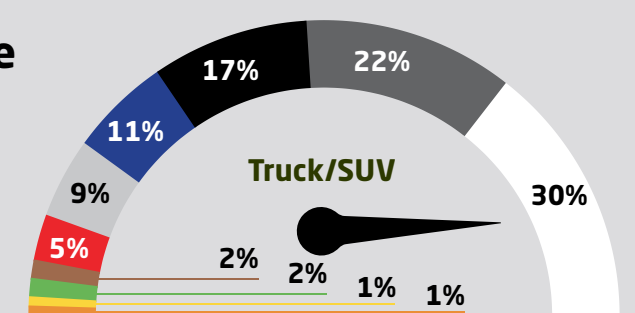
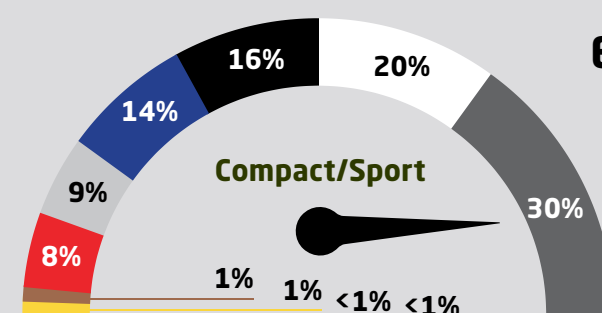
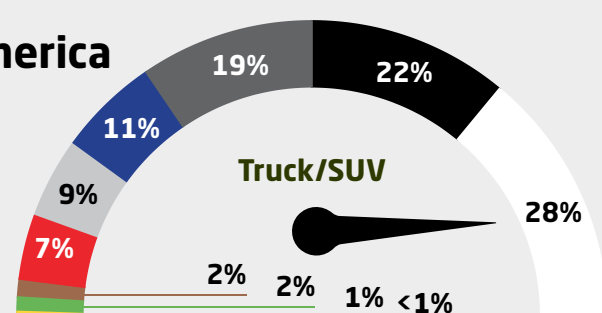
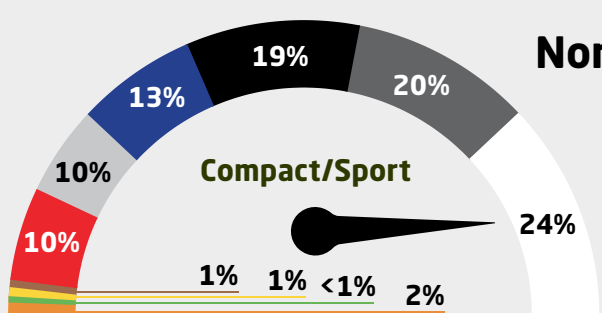
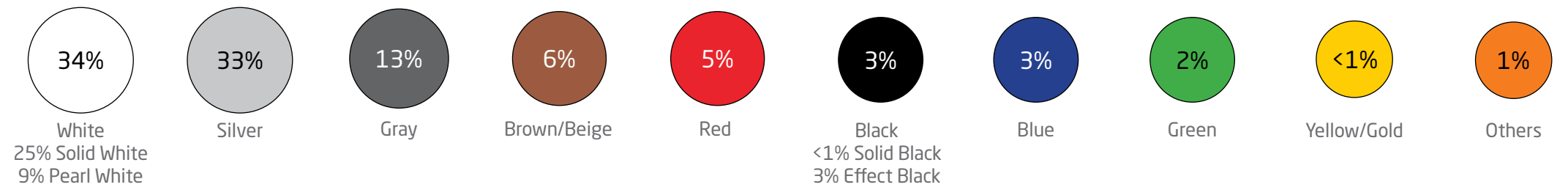
China



South Korea



India



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