



Axalta Coating Systems GmbH

Uferstrasse 90
4057 Basel
Switzerland
axalta.com

Media contact

Chantal Bachelier-Moore
Indaba
Tel: +44 207 692 4964
E: chantal@weareindaba.com

FOR IMMEDIATE RELEASE

Announcing Axalta's 2021 Global Automotive Color of the Year: ElectroLight

Meet the colour that lights up the future of mobility

BASEL, SWITZERLAND – 12 JANUARY 2021 – Axalta ([NYSE: AXTA](https://www.nyse.com/quote/NYSE:AXTA)), a leading global supplier of liquid and powder coatings, announced its 2021 Global Automotive Color of the Year – ElectroLight.

ElectroLight is an expressively refreshing green-yellow hue with inspired bold, contemporary flavours that echo style, energy and flair. The unique personality of ElectroLight evokes a blend of sporty design elements with functional performance and offers great versatility when combined with two-tone charcoal colour accents or matte finishes on a variety of mobility solutions. Furthermore, ElectroLight is formulated with reflective properties that make it highly visible to light detection and ranging (LiDAR) systems, while its layer structure and pigment content are easily transmissible by radio detection and ranging (RADAR) systems.

“Offering innovative products that are ahead of the curve is what we live and breathe every day at Axalta,” said Hadi Awada, a senior vice president at Axalta. “ElectroLight is another step towards illuminating a path for a green future for all types of vehicles, including autonomous vehicles. Formulated with mobility-sensing technology in mind, ElectroLight combines a passion for individualisation with coating science into a functional, expressive and dynamic colour.”

Fully autonomous vehicles are closer than ever to becoming a reality and will increasingly rely on LiDAR and RADAR technology to see and to interact with the world around them.

ElectroLight meets industry safety standards and improves the performance of both types of systems, making it a stand-out colour option in both trend and technology.

While Axalta's [2020 Global Automotive Color Popularity Report](#) shows that white remains the most frequently purchased automotive colour globally, interest in automotive colours with a

more customised and personalised look are becoming increasingly desired by consumers. Green has influenced both blue and yellow colour palettes in today's vehicle market trends, driving colours into a more ecocentric theme. This includes Sea Glass – a green-shade of blue and Axalta's [2020 Global Automotive Color of the Year](#) – and now [ElectroLight](#) – a yellow shade of green.

Nancy Lockhart, global product manager of colour at Axalta, says, "Our 2021 colour evokes sustainability, happiness and safety. ElectroLight is at the forefront of today's colour trends, while also anticipating emerging technology advances. Consumers are looking for a breakout colour and ElectroLight manifests this, while bringing a progressive approach to automotive styling and design."

Axalta leads the coatings industry in mobility coatings and waterborne technology, offering products that are easy to apply and that deliver outstanding performance properties at variable gloss levels. These environmentally-responsible systems provide low volatile organic compound (VOC) products and efficient solutions for all applications from snowmobiles to light vehicles, amusement park rides and more.

Axalta actively works to continue to provide innovative colour choices for automotive buyers and refinishers that are at the leading edge of design and to create conceptual colours that are aesthetically and functionally beneficial to vehicle surfaces. Visit axalta.com/color for more information on ElectroLight.

About Axalta

Axalta is a global leader in the coatings industry, providing customers with innovative, colourful, beautiful and sustainable coatings solutions. From light vehicles, commercial vehicles and refinish applications to electric motors, buildings facades and other industrial applications, our coatings are designed to prevent corrosion, increase productivity and enhance durability. With more than 150 years of experience in the coatings industry, the global team at Axalta continues to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit axalta.co.uk and follow us @Axalta on [Twitter](#).

###