

News Release

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FOR IMMEDIATE RELEASE

Axalta Announces Starry Night as 2024 Global Automotive Color of the Year

Dynamic black shade evokes depths of our universe and space exploration

Latest edition marks decade since Axalta launched its first Automotive Color of the Year

30 January 2024 GLEN MILLS, Pa., - Axalta Coating Systems (NYSE: AXTA), a leading global coatings company, today announced its 2024 Global Automotive Color of the Year – Starry Night. The latest edition marks the 10th year Axalta has introduced its automotive colour of the year and the first time it has featured a black shade.

Starry Night is a strong, contemporary colour with light blue and silver flakes that evokes the depths of our universe and space exploration. The black shade represents bold imaginations and the drive to reach new heights. As a dynamic hue, Starry Night transcends classic and modern design styles and harmonises with other colours, finishes, patterns, and textures.

“Black is the second most popular automotive colour globally and we’re excited to feature a black shade as our 2024 Global Automotive Color of the Year,” said Dan Benton, Senior Manager, Global Color at Axalta. “Starry Night is a hue where black is bright and dark is distinguished. This year’s colour is part cosmic and part classic, but all Axalta.”

Axalta first introduced its Global Automotive Color of the Year in 2015 with Radiant Red. Since then, the company’s global team of colour experts have collaborated annually to introduce a trending and up-in-coming shade for the automotive industry.

For more information about Axalta’s 2024 Global Automotive Color of the Year and colour capabilities, visit www.refinish.axalta.eu/starry-night.

About Axalta Refinish

Axalta Refinish – part of Axalta, a global leader in the coatings industry – is a reliable global vehicle body repair partner for customers who demand nothing short of total satisfaction. We deliver innovative products, services, and technology that make the entire vehicle repair journey

more efficient, sustainable, and profitable. With nearly 160 years of experience in the coatings industry, our dedication to innovation and our constantly developing technology means we offer our customers an unlimited color choice for perfect color matches. Most importantly, we work tirelessly to anticipate our customers' needs so they can address the challenges they face every day. We have a large portfolio of brands for every bodyshop requirement and every segment of the industry.

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