

News Release

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For Immediate Release

Axalta extends automotive colour leadership with the 69th Global Automotive Color Popularity Report

- *Grey continues to gain popularity in mobility markets around the world*
- *White vehicles hold the most interest but show declines in major markets*
 - *Colourful shades of blue have increased 1% since last year*

13 January, 2022 – Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, released its 69th annual Global Automotive Color Popularity Report revealing most cars on today's roads are white (35%), black (19%) and grey (19%). Grey increased by four percentage points worldwide. 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.

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 7% decrease.

For the third year in a row, Europe is the only major region to report grey as the most popular colour at 27%. Silver is most popular in South America as it ranks second place with 23% usage. Black is most found in Europe at 22% and continues to lead in the luxury segment. North America has the most amount of new red cars on the road at 8%.

This year proved to be challenging in the automotive market due to the impact of the semiconductor chip shortages affecting automotive builds. "Consumer demand is expected to showcase trends in upcoming automotive colour popularity," said Nancy Lockhart, global product manager of colour at Axalta.

Axalta began reporting on the industry's coatings colour in 1953 and continues to report on colour trends and colour preferences. In addition, colour forecasts are reported in Axalta's global annual colour trend forecast. The future landscape of automotive colour continues to change as vehicle and consumer preferences evolve. Axalta designs conceptual colours 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 [here](#).

About Axalta Refinish

Axalta Refinish - part of Axalta, a leading global company focused solely on coatings – is a valued, reliable global paint repair partner to our customers, who demand nothing short of total

customer satisfaction. We give them confidence in our fast, efficient, high-quality coating technologies and integrated digital business processes, making the entire paint repair journey faster, easier and more profitable. With more than 150 years of experience in the coatings industry, our dedication to innovation and our constantly-developing technology means we offer our customers an unlimited colour choice for perfect colour matches. Most importantly, we work tirelessly to anticipate our customers' needs so they can address the challenges they face every day. We have an impressive portfolio of brands for every bodyshop requirement, for every segment of the market, and for every level of market maturity. For more information visit refinish.axalta.eu and follow us on [LinkedIn](#)

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