

## News Release

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FOR IMMEDIATE RELEASE

## Axalta continues automotive colour leadership with 68<sup>th</sup> Global Automotive Color Popularity Report

- *White remains top vehicle colour globally; automakers produced 81% of vehicles in neutral shades of white, black, grey and silver*
- *Shift from silver toward grey in many markets; grey viewed as more modern and luxurious*
- *Automotive colour trends of green and blue shades in sync with home and fashion trends*

**PHILADELPHIA, PA, USA – 14 December 2020** – Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, released its 68<sup>th</sup> annual Global Automotive Color Popularity Report revealing the most common automotive colours on the road today are white (38%), black (19%) and grey (15%). Grey increased by two percentage points worldwide and is at a 10-year high.

Holding steady at 38% of the total global market for the last three years, white is the most frequently purchased automotive colour globally for 10 consecutive years. Silver continues to decline in all regions and its popularity is now in the single digits at 9%. Black holds steady year-over-year and remains a favourite in luxury vehicles.

Axalta's Global Automotive Color Popularity Report draws on data from every country where consumer automobiles are produced and provides detailed production data to enable automakers to observe trends and patterns across the globe and in particular markets.

"The consumer purchasing trends reflected in the report drive our development of innovative colours for the future," said Nancy Lockhart, global product manager of

colour at Axalta. “We’re pleased to share this data with our customers and to bring together our industry-leading colour technology, deep market experience and trend data to work with our customers to bring dynamic colours to life.”

Axalta is actively working to provide innovative colour choices for automotive buyers that are on the leading-edge of design. Recent automotive trends are in sync with the latest home, fashion and product trends, including an interest in green-blue and green-yellow shades. Also noteworthy is the increasing global use of grey and the colour nuances that bring these colours to life, such as fine flake effects and hints of colourful flakes.

The results of Axalta’s Global Automotive Color Popularity report are based on Axalta’s analysis of 2020 automotive build data and are an indicator of current market trends. Axalta began reporting on the industry’s coatings colour in 1953 and continues to report on colour trends. 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](#) and [Color Trend Report](#). Previous years’ reports can be found [here](#).

#### **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](http://axalta.co.uk) and follow us @Axalta on [Twitter](#).

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