

# Axalta's Automotive Color of the Year 2015

## *Radiant Red*



Paint Scheme Designer Sam Bass • Painter Ron Coan of Mobsteel  
Painted with Cromax® Mosaic™ *Radiant Red*, Top Coat and Space Black • Vermeera™ high chroma technology





No. 24 Axalta Chevrolet SS in Axalta's Color of the Year.  
Driven by Four-Time NASCAR® Cup Series champion,  
Jeff Gordon.

***Radiant Red***  
**STAND OUT in the Crowd**

Do you want to make a statement? How about a lasting impression? If this sounds like it's in your lane, then you should get acquainted with Axalta's Automotive Color of the Year 2015, *Radiant Red*. It's for the driver with confidence. It's for the person who doesn't mind a little attention.

Axalta is bringing color back. Sure, neutrals have their place, but there's something exciting about a chromatic hue. *Radiant Red* is on track with color trends.\* And we don't mind if you call it "hot." Because it is.

When you want to be bold and show your power, **drive red!** Go ahead, be noticed.

\*Global Automotive 2014 Color Popularity Report

Learn more about Axalta's  
Automotive Color of the Year:  
[axaltacs.com/us/color](http://axaltacs.com/us/color)



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