

Contact us.

Regional & National

North America

Axalta Coating Systems, LLC  
lisa.miree-luke@usa.dupont.com  
+1 610 358 2228

Asia Pacific (excl. China)

Axalta Coating Systems Singapore Holding Pte Ltd.  
subramaniam.shankar@sgp.dupont.com  
+65 6586 3927

China

Axalta Coating Systems (Shanghai) Co. Ltd.  
joyce.sheng@chn.dupont.com  
+86 21 3862 2624

Europe, Middle East, Africa

Axalta Coating Systems Deutschland Holding GmbH & Co. KG  
britta.kempkes-wortamann@deu.dupontholding.com  
+49 02234 6019 01

Latin America (excl. Brazil)

Axalta Coating Systems Mexico S de RL de CV  
mariana.helguera@mex.dupont.com  
+52 55 5366 4766

Brazil

Axalta Coating Systems Brazil LTDA  
marcus.v.lima@bra.dupont.com  
+55 1199 169 3348

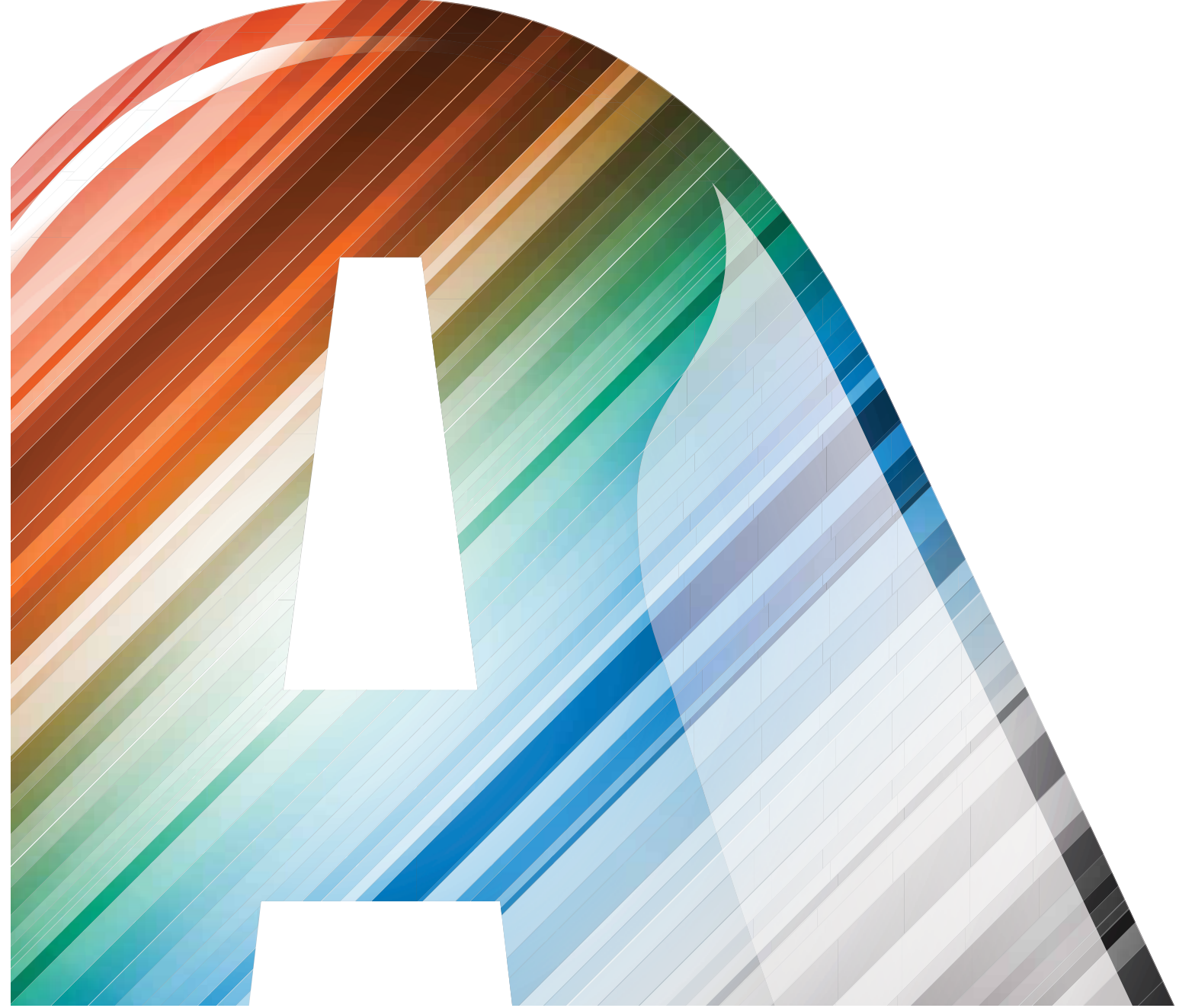
Global

Axalta Coating Systems, LLC  
2001 Market Street  
Suite 3600  
Philadelphia, PA 19103  
USA

+1 215 255 7932  
matthew.winokur@usa.dupont.com

[axaltacoatingsystems.com](http://axaltacoatingsystems.com)

Six decades of colorful automotive moments.



<p><b>1929</b></p> <p>Dulux alkyd enamel coatings take advantage of new baking and curing technologies, making them more resistant and durable.</p>	<p><b>1923</b></p> <p>The first duco color paints are used on cars, making it possible to apply paint with spray guns instead of by hand. Paint drying times reduces from days to hours.</p>	<p><b>1904</b></p> <p>Breakthroughs in enamel technology with Permanent colors add speed, durability and improved appearance to vehicle finishes.</p>	<p><b>1935</b></p> <p>The first mixing-machine tinting system is developed.</p>	<p><b>1945</b></p> <p>Scientists Leo Glasser and Dan Troy begin color research for Axalta.</p>	<p><b>1948</b></p> <p>Our ColorMaster color design and color matching for OEMs and refinishers alike.</p>	<p><b>1953</b></p> <p>We become the leading company to publish data on auto color trends and popularity with Color Popularity Reports.</p>	<p><b>1952</b></p> <p>Chuck Rellly joins Axalta and improves ColorMaster performance on dark colors.</p>	<p><b>1957</b></p> <p>Our scientists develop the first Lab color cube root equation, which becomes part of the foundation of modern color science.</p>	<p><b>1963</b></p> <p>The first instrumentally shaded paint batch is manufactured in Ajax, Ontario.</p>	<p><b>1964</b></p> <p>The first metallics paint batch is instrumentally shaded.</p>	<p><b>1970</b></p> <p>DuColor colorimeter is commercialized and digital color matching computer is implemented.</p>	<p><b>1971</b></p> <p>Our pigments department offers customers color formulation and tinting prediction programs.</p>	<p><b>1972</b></p> <p>Automatic combinatorial color matching software is implemented.</p>	<p><b>1975</b></p> <p>The Tanenbaum Metamerism Index and the Rellly Metamerism Potential help ensure that all parts of a car will be the same color.</p>	<p><b>1978</b></p> <p>Our scientists optimize three angles for metallic measurement.</p>	<p><b>1980s</b></p> <p>The first waterborne OEM coatings are introduced in North America, featuring lower VOC levels and a reduced environmental impact.</p>	<p><b>1986</b></p> <p>We built and patented our first portable multi-angle spectrophotometer.</p>	<p><b>1991</b></p> <p>Our ValueShade undercoat technology is implemented.</p>	<p><b>1992</b></p> <p>DuCS (third-generation color software) is implemented.</p>	<p><b>1993</b></p> <p>We introduce ChromaVision, a portable computerized color matching system.</p>	<p><b>2001</b></p> <p>Our WINdicator is the world's first technology to use a vehicle's identification number to match its paint color.</p>	<p><b>2005</b></p> <p>AcquireX is launched.</p>	<p><b>2007</b></p> <p>Our EcoConcept paint technologies are launched, making it possible for OEMs to reduce the number of coating applications.</p>	<p><b>2011</b></p> <p>The Acquire Plus spectrophotometer is created.</p>	<p><b>2013</b></p> <p>We celebrate 60+ years of providing the world with Color Popularity Reports.</p>
---	--	---	---	--	---	--	--	--	---	---	---	---	---	--	--	--	---	---	--	---	---	---	---	--	--

At Axalta, our passion for the science of color carries right through to our dedication to the automotive industry OEM community. We have been developing coatings for the auto industry since its very beginning, which gives us a unique perspective into its history and its future. We are a leading global supplier to the OEM market, with more than 1,800 patents held or pending. OEMs choose us because we create products that deliver superior performance through brilliant color matching technology, simpler application and lower environmental impact. And we continue to invest in our products and relationships in order to maintain our place at the top.

Where others see color, we see science. Science. Discovery. Innovation. This is how we create state-of-the-art coating systems for our customers. From our early work with Lab color equations to our latest Acquire Plus EF-X handheld color spectrophotometer, we've always been at the cutting edge of the science of color. Quite simply, we live coatings, and our passion colors everything we do.

Celebrating six decades of automotive color trends. Since 1953, we have been the leading company to publish data on auto color trends and popularity in our annual Color Popularity Reports. This year, we are celebrating 60+ years of automotive reports. We'd like to share some of our accomplishments in color science that date back to the very beginning of the auto industry.

As the past six decades of our Color Popularity Reports show, color preferences for cars change over time. Despite this constant change, there's one thing you can be sure will stay the same, and that's our commitment to the science, discovery and innovation that allow us to create the very best in coating systems for the automotive industry.

At Axalta Coating Systems, we're 100% dedicated to the science and technology behind coatings. With more than 145 years of product innovation, we're constantly working tirelessly to create new products—and improve on existing ones—that meet the evolving needs of our customers.

Trends may change, but our commitment never will.

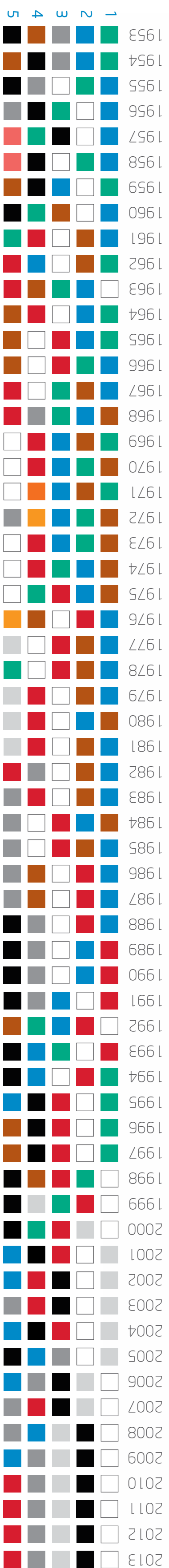
# 60+ years of color popularity reporting



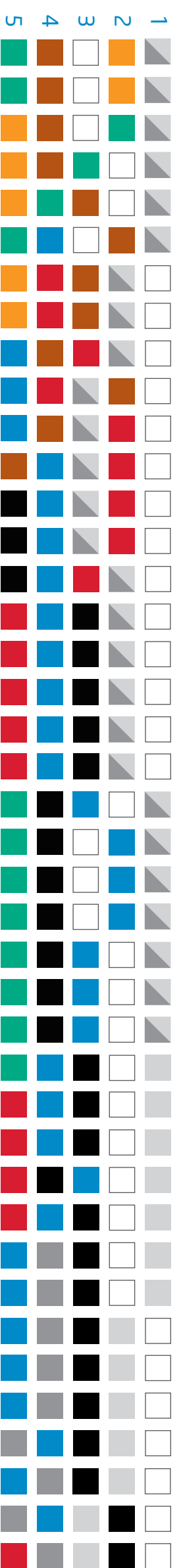
We live color.



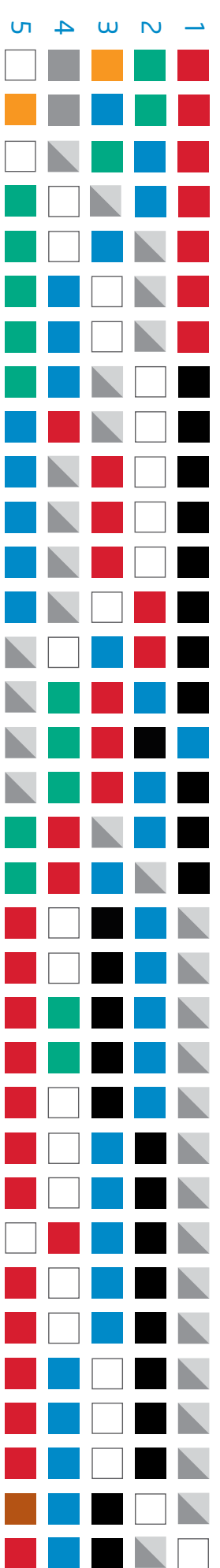
Top 5 colors in North America from the past 60 years



Asia Pacific



Europe



South America

