At Axalta Coating Systems, we’re 100% dedicated to the science and technology behind coatings. We’re constantly working tirelessly to create new products—products that improve on existing ones—that meet the evolving needs of our customers. A six-decade commitment to innovation, science, and discovery is at the core of everything we do.

Six decades of colorful automotive moments.

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.

Trends may change, but our commitment never will.

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60+ years of color popularity reporting

1. Green/Teal/Aqua
2. Blue
3. Brown/Beige/Cream
4. Orange/Copper
5. Yellow
6. Red
7. Coral
8. Black
9. Silver
10. Gray
11. Silver/Gray
12. White

We live color.