2019 Global Automotive Color Popularity

- **38%**
  - 29% Solid White
  - 9% Pearl White

- **19%**
  - 4% Solid Black
  - 15% Effect Black

- **13%** Gray
- **10%** Silver
- **7%** Blue
- **6%** Red
- **3%** Brown/Beige
- **2%** Yellow/Gold
- **1%** Green
- **1%** Others

Source: Axalta Global Automotive 2019 Color Popularity Report
2019 Global Automotive Color Popularity

North America

- 19% Solid Black: 6% Solid, 13% Effect
- 17% Gray
- 11% Silver
- 10% Blue
- 9% Red
- 2% Brown/Beige
- 1% Yellow/Gold
- 1% Green
- 1% Others

29% Solid White: 16% Solid, 13% Pearl White

Source: Axalta Global Automotive 2019 Color Popularity Report
2019 Global Automotive Color Popularity

South America

- 23% Silver
- 14% Gray
- <1% Others
- <1% Yellow/Gold
- <1% Green
- <1% Brown/Beige
- 3% Blue
- 10% Black (4% Solid Black, 6% Effect Black)

42% 36% Solid White 6% Pearl White

Source: Axalta Global Automotive 2019 Color Popularity Report
2019 Global Automotive Color Popularity

Europe

- 23% 20% Solid White, 3% Pearl White
- 21% 4% Solid Black, 17% Effect Black
- 24% Gray
- 10% Silver
- 10% Blue
- 6% Red
- 3% Brown/Beige
- 1% Yellow/Gold
- 1% Green
- 1% Others

Source: Axalta Global Automotive 2019 Color Popularity Report
2019 Global Automotive Color Popularity

- 31% 30% Solid White, 1% Pearl White
- 14% Silver
- 14% Gray
- 12% Brown/Beige
- 11% 5% Solid Black, 6% Effect Black
- 8% Blue
- 4% Red
- 2% Green
- <1% Yellow/Gold
- 4% Others

Source: Axalta Global Automotive 2019 Color Popularity Report
2019 Global Automotive Color Popularity

- 46% 45% Solid White, 1% Pearl White
- 14% Gray
- 13% 2% Solid Black, 11% Effect Black
- 12% Silver
- 7% Blue
- 2% Red
- 1% Brown/Beige
- 1% Green
- 3% Others
- 1% Yellow/Gold

Source: Axalta Global Automotive 2019 Color Popularity Report
2019 Global Automotive Color Popularity

Source: Axalta Global Automotive 2019 Color Popularity Report
2019 Global Automotive Color Popularity

- **Japan**
  - 36%: 10% Solid White, 26% Pearl White
  - 22%: 4% Solid Black, 18% Effect Black
  - 12%: Silver
  - 9%: Blue
  - 6%: Red
  - 5%: Gray, Brown/Beige, Yellow/Gold
  - 1%: Green
  - 2%: Others

Source: Axalta Global Automotive 2019 Color Popularity Report
2019 Global Automotive Color Popularity

China

- 57% Solid White (52%) and Pearl White (5%)
- 3% Red
- 3% Blue
- 3% Gray
- 4% Brown/Beige
- 4% Silver
- 1% Green
- 1% Others
- 21% Solid Black (2%) and Effect Black (19%)

Source: Axalta Global Automotive 2019 Color Popularity Report
2019 Global Automotive Color Popularity

- **South Korea**

- **33%**
  - 18% Solid White
  - 15% Pearl White

- **21%**
  - Gray

- **16%**
  - 1% Solid Black
  - 15% Effect Black

- **10%**
  - Silver

- **9%**
  - Blue

- **7%**
  - Red

- **2%**
  - Brown/Beige

- **1%**
  - Yellow/Gold

- **< 1%**
  - Others
  - Green

Source: Axalta Global Automotive 2019 Color Popularity Report
2019 Global Automotive Color Popularity

Source: Axalta Global Automotive 2019 Color Popularity Report