Contact us

Regional & National

North America
Axalta Coating Systems, LLC
Nancy Lockhart
nancy.m.lockhart@axalta.com
+1 586 789 7536

Asia-Pacific (excl. China)
Axalta Coating Systems Australia Pty. Ltd
Steve Burns
stevburns@axalta.com
+61 (0) 423 026 071

Brazil
Axalta Coating Systems Brazil LTDA
Karen Perez
karen.perez@axalta.com
+52 55 5366 3266

Latin America (excl. Brazil)
Axalta Coating Systems Deutschland GmbH & Co. KG
Elke Dirks
elke.dirks@axalta.com
+49 202 529 6233

Brazo
Axalta Coating Systems Brazil LTDA
Elmer Jurado
elmer.jurado@axalta.com
+55 11 2465-7541

Europe, Middle East, Africa
Axalta Coating Systems Deutschland GmbH & Co. KG
Elke Dirks
elke.dirks@axalta.com
+49 202 529 6233

North America
Regional & National

Global
Axalta Coating Systems, LLC
Two Commerce Square
Suite 3600
Philadelphia, PA 19103
USA
John Wray
john.w.wray@axalta.com
+1 586 789 7463
axalta.com

Global Automotive 2017 Color Popularity Report

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Color Preferences at a Glance

<table>
<thead>
<tr>
<th>Region</th>
<th>BLACK</th>
<th>WHITE</th>
<th>BLUE</th>
<th>BEIGE/BROWN</th>
<th>GRAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORLD</td>
<td></td>
<td>21%</td>
<td></td>
<td></td>
<td>17%</td>
</tr>
<tr>
<td>NORTH AMERICA</td>
<td>15%</td>
<td>30%</td>
<td>11%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>SOUTH AMERICA</td>
<td>12%</td>
<td>32%</td>
<td>10%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>AFICA</td>
<td>17%</td>
<td>29%</td>
<td>13%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>ASIA</td>
<td>9%</td>
<td>28%</td>
<td>9%</td>
<td>5%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Color coats provide unparalleled durability, color and beauty; Axalta’s paint layers deliver a beautiful finish. In fact, research shows nearly a third of light colors dominate India: beige/brown increase in popularity. Russia was up four percent this year to nine percent overall. Red is far ahead at 41 percent total.

For an amazing seventh year in a row, white leads the world in lightness and hue. Gallant Gray was the Automotive Color of the Year 2017 and received positive feedback on its global appeal. Gallant Gray followed Radiant Red (2015) and Blue (2016).

Black remains in second place in the world, down two percent from last year. Black is most popular in areas of Japan (22 percent) and Europe (21 percent). Black is least popular in India at only three percent.

Gray and silver are tied for third place for the second year in a row; both are unchanged at 11 percent. Gray saw a three percent increase in popularity in Europe, Africa, and South America. Overall there has been interest in this space as this dynamic neutral can vary in lightness and hue. Gallant Gray followed Radiant Red (2015) and Blue (2016).

Yellow/Gold colors is gaining popularity, especially in the compact /sport car market. Japan still shows the strongest preference for silver, a decline. Multi-Purpose Vehicle sector continues to experience growth and could crack the 10 percent hurdle. palettes. This year, Japan still shows the strongest preference for silver, a decline. Multi-Purpose Vehicle sector continues to experience growth and could crack the 10 percent hurdle.

White, gray, and black are the top three colors in the world by a wide margin. Black is down two percent but remains second in the world. Japan still shows the strongest preference for silver, a decline. Multi-Purpose Vehicle sector continues to experience growth and could crack the 10 percent hurdle.

Gray is the third most popular color globally, up four percent from last year. Grey’s hold steady at 11 percent each, but black loses three percent each but silver holds steady at 11 percent each, but black loses three percent each but silver, white and beige/brown remain the most popular colors globally. Axalta’s paint layers deliver a beautiful finish. In fact, research shows nearly a third of light colors dominate India: beige/brown increase in popularity.
Color Preferences at a Glance

**World Colors**
- **White**: increases two percent to hold its reign for the seventh year.
- At 39 percent, **white** has grown 10 percent in five years.
- Following the trend of pearl colors being employed on luxury vehicles, **white pearl** increased four percent while **solid white** decreased two percent.
- **Gray and silver** hold steady at 11 percent each, but **black** continues to decline.
- **Blue** holds the top spot for the most colorful hue at seven percent.

**North America**
- **White** grew two percent and totals 27 percent holding the top preference for eleven years in a row.
- The truck segment is growing and showed a six percent increase for **white**, especially in solid whites.
- The luxury segment saw a five percent increase in **white pearl** for a total of 12 percent.
- **Blue** is gaining popularity, especially in the compact sport segment where it gained six percent to total 16 percent.

**South America**
- **Gray** is the rising star in South America moving from 8 percent to 11 percent.
- **Red** was up four percent this year to nine percent overall.
- **Silver** continues to lose second place at 22 percent overall, but **white** is far ahead at 41 percent total.
- **Black and gray** tie at 11 percent.

**Russia**
- **White** remains the top color rising four percent for a total of 52 percent.
- **Beige/brown and silver** increase in popularity.

**Europe**
- At 20 percent, **gray** is more popular with Europeans than any other region. **Gray**'s three percent increase was driven by effect colors.
- For the first time in more than a decade, **silver** stays its fall and stagnates at 11 percent. Only the Intermediate/ Multi-Purpose Vehicle sector continues to experience decline.
- The steady increase in blue underlines that the tendency toward more chroma will return to European OEMs' palettes. This year, **blue** could crack the 10 percent hurdle.

**Asia**
- Not surprisingly, **white** stays on top in China and keeps growing up five percent over last year. **White pearl** grows six percent with iridescent and other various flake effects including glass and aluminum flake. **Solid white** drops just one percent.
- Japan still shows the strongest preference for **white pearl** at 28 percent up one percent from last year. Colorful versions of **blue, red, and beige/brown** hold steady.
- **South Korea** saw increases in **blue, beige/brown, and gray** showing trends toward more colorful versions.
- Light colors dominate India. **White** is 32 percent and **silver** is 30 percent.

**Africa**
- **White** rises by two percent with almost half of all vehicles produced (49 percent).
- In contrast, **black** and **silver** lose three percent each but defend their second and third place positions.
- **Gray** with a three percent gain, **gray** losses up and reaches double-digits for the first time.
- The region shows a one percent increase in **blue and beige/brown** versus a one percent decrease in **red and yellow**.

**Global Automotive 2017 Color Popularity Report**

For the seventh straight year, **white** is the world's most popular color as pearlescent whites gain interest.


For an amazing seventh year in a row, white leads the world in popularity. At 39 percent, it is up two points over last year and leads second place black by 13 percent. White pearl increased four percent as this familiar color space takes on modern appeal. Japan has the highest preference for pearlescent whites and is viewed as a luxury color space. Although white increased in most regions, no other region produces more white cars than China as 61 percent of new vehicles sold are white.

Black remains in second place in the world, down two percent from last year. Black is most popular in areas of Japan (22 percent) and Europe (21 percent). Black is least popular in India at only three percent.

Gray and silver are tied for third place for the second year in a row, both are unchanged at 11 percent. Gray saw a three percent increase in popularity in Europe, Africa, and South America. Overall there has been interest in this space as this dynamic neutral can vary in lightness and hue. Gallant Gray was the Automotive Color of the Year 2017 and received positive feedback on its global appeal. Gallant Gray followed Radiant Red (2015) and Brilliant Blue (2016) as Colors of the Year.

While the top three spots are dominated by neutrals, conclusions are that buyers are looking away from bold colors could be drawn. A closer look at the numbers, however, shows pockets of color across the map. In North America, blue is up two percent and one percent in Europe, Africa, and Asia. Red is up four percent in South America. Yellow/Gold colors hold the number five spot in China. Gray, however, still lags in popularity worldwide but is predicted to increase in various shades, including blue-grey hues.

While white draws the eye and, as research shows, is a key factor in vehicle purchases, Axalta's paint layers deliver a beautiful finish. In fact, research shows nearly a third of buyers will switch brands if the color they want is not available.

Axalta’s Aqueous™ electroatts are high-performance products that are formulated to provide reliable mechanical strength and superior corrosion protection. HyperDry™ primes offer optimized film smoothness and excellent adhesion properties. HyperDyne™ pre-coats provide the foundation for great appearance and durability for wet-on-wet layering. ChromaDyne™ color coasts provide unparalleled durability, color, and beauty, and Lumeera™ clearcoats offer the ultimate in finish protection, gloss, and appearance.

**Europe**
- **Solid silver** and **black** hold the number five spot in China. Green, however, still lags in popularity worldwide but is expected to increase in various shades, including blue-grey hues.

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Global Automotive 2017 Color Popularity Report

For the seventh straight year, white is the world’s most popular color as pearlescent whites gain interest.

In 2017, Axalta’s Global Automotive Color Popularity Report celebrates its 65th edition of providing an in-depth review of vehicle choices around the world by region and segment type. For an amazing seventh year in a row, white leads the world in popularity. At 39 percent, it is up two points over last year and leads second place black by 13 percent. White pearl increased four percent as this familiar color space takes on modern appeal. Japan has the highest preference for pearlescent whites and is viewed as a luxury color space. Although white increased in most regions, no other region produces more white cars than China, as 63 percent of new vehicles sold are white.

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While color draws the eye and, as research shows, is a key factor in vehicle purchases, Axalta’s paint layers deliver a beautiful finish. In fact, research shows nearly a third of buyers will switch brands if the color they want is not available.

Axalta’s AquaEC™ electrocoats are high-performance products that are formulated to provide reliable mechanical strength and superior corrosion protection. HyperDyne™ pre-coats offer optimized film smoothness and excellent adhesion properties. HyperDyne™ pre-coats provide the foundation for great appearance and durability for wet-on-wet layering; ChromaDyne™ color coats provide unparalleled durability, color and beauty; and Lamera™ clearcoats offer the ultimate in finish protection, gloss, and appearance.

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- Light colors dominate India. White is 32 percent and silver is 30 percent.

Africa

- White rises by two percent with almost half of all vehicles produced (40 percent).
- In contrast, black and silver lose three percent each but defend their second and third place positions.
- With a three percent gain, gray, bronze, and beige/brown surge double-digits for the first time.
- The region shows a one percent increase in blue and beige/brown versus a one percent decrease in red and yellow.

New products from Axalta continue to deliver on modern appeal. Japan has the highest preference for pearlescent whites and is viewed as a luxury color space. Although white increased in most regions, no other region produces more white cars than China, as 63 percent of new vehicles sold are white.

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Global Color Popularity 2017

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- Truck/SUV: 11%
- Intermediate/CUV: 22%
- Luxury/Luxury SUV: 20%

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Asia
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- Japan: 35%
- South Korea: 32%

Oceania
- Australia: 34%

South America
- South America: 22%
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