



70th Annual Global Automotive **2022 Color Popularity Report**

Global Automotive 2022 Color Popularity Report

Neutral Colors Remain Trending for 2022 Global Automotive Color Popularity.

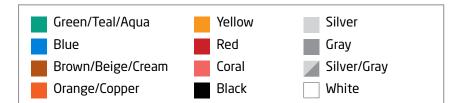
Today's vehicles may seem less colorful, but this does not mean they are less vibrant. Together vehicles in white, black, gray and silver add up to 82% of cars on the road globally. White shades held the lead (34% total) with pearlescent whites at 14% popularity and solid whites at 20%. Compared to the white variations of the 1950s, these whites are brighter and beam with iridescent flakes.

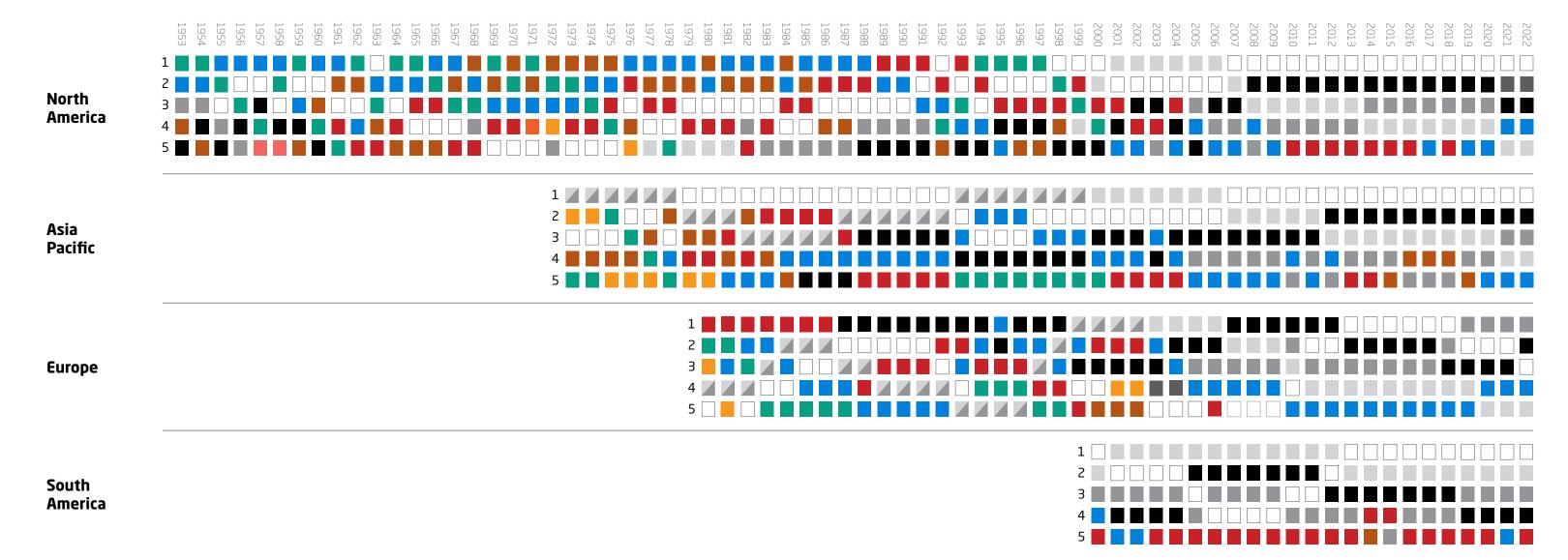
Next, the deep black colors radiate with sparkling effects and total 21% of vehicles on the road. And gray colors (19%) had sparkling effects in an assortment of colorful hues. Overall, colorful variations of blue (8%), red (5%) and green (1%) were found with high color intensity and complex sparkling effects.

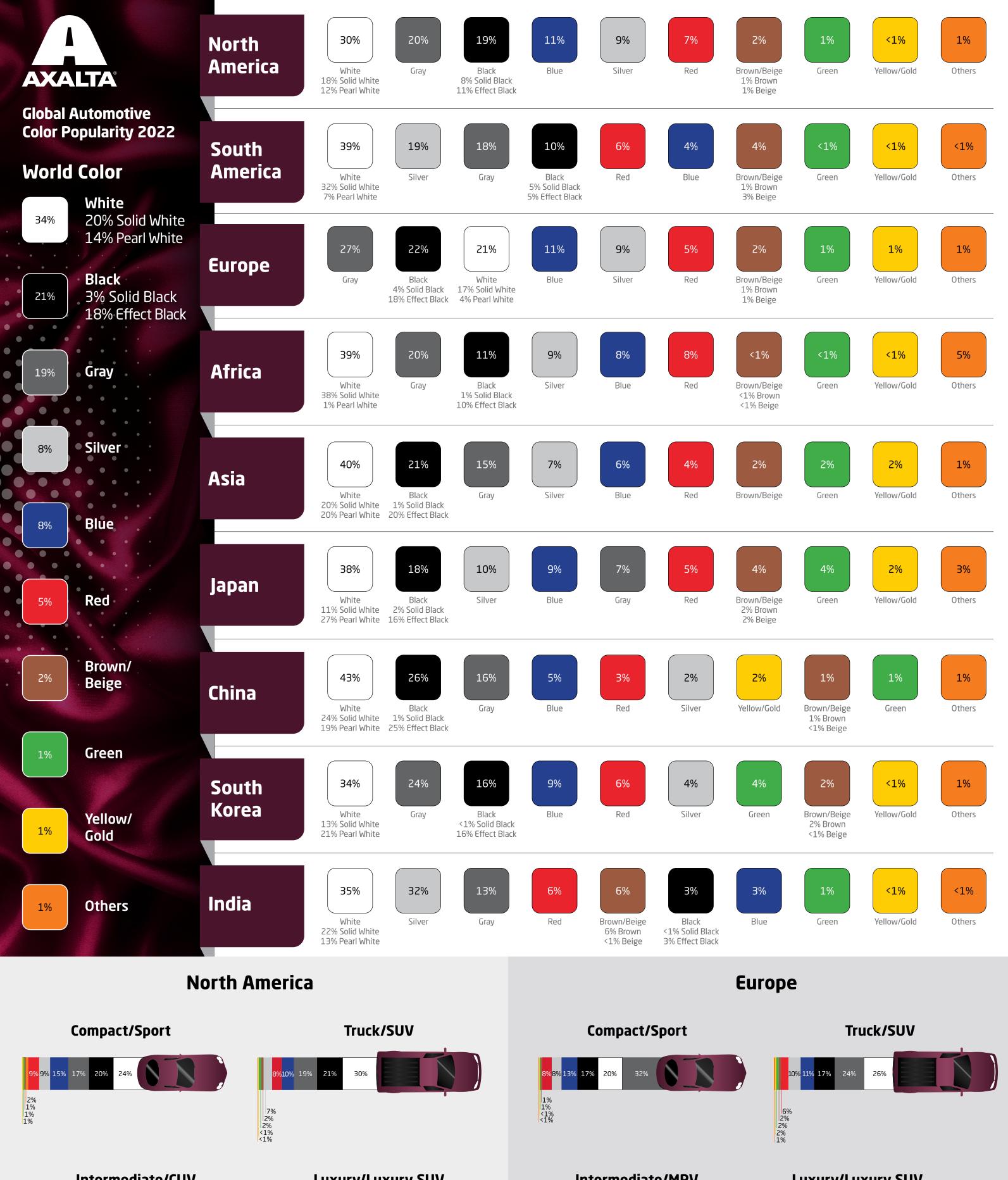
From a regional perspective, North America and South America had an increase in white vehicles, which remains the number one color in these areas. North America had the highest amount of red vehicles (7%), but also showed an increase in blue vehicles totaling 11%. In South America, 3% of vehicles were beige and mostly found on small/compact cars, while 1% of vehicles were brown and appeared predominantly on intermediate vehicles, trucks and SUVs. Europe kept gray as the most popular color for the fourth year in a row at 27%, but did not experience too much shift in popularity overall. Additionally, white decreased 2% in Europe, totaling 21% popularity. And Asia continues to have the highest amount of white vehicles (40%) even with the steep decline of white in China (ending at 43%). Rounding out Asia Pacific, India, Japan and South Korea continue to see silver decline 1% in each region.



years of color popularity reporting
Top 5 colors per region







| Second | 15% | 17% | 20% | 24% | 18% | 18% | 18% | 21% | 30% | 18% | 17% | 20% | 32% | 10% | 11% | 17% | 24% | 26% | 26% | 10% | 11% | 17% | 24% | 26% | 26% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 27% | 2

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