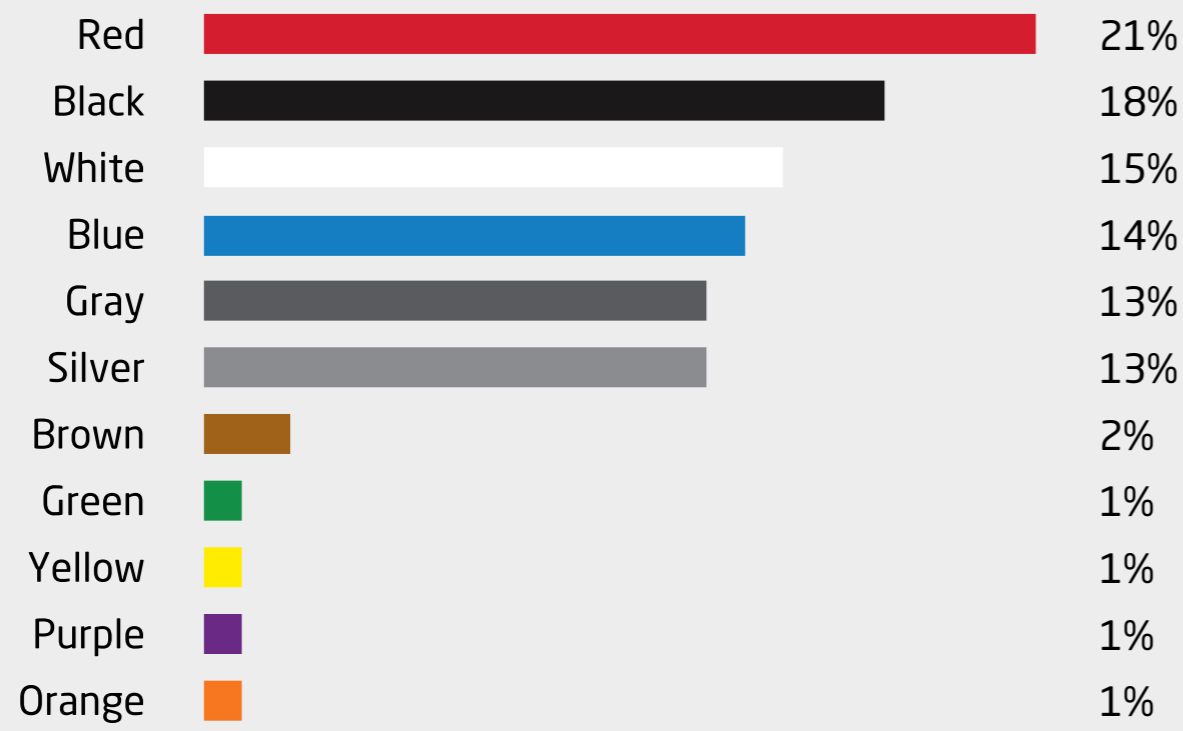




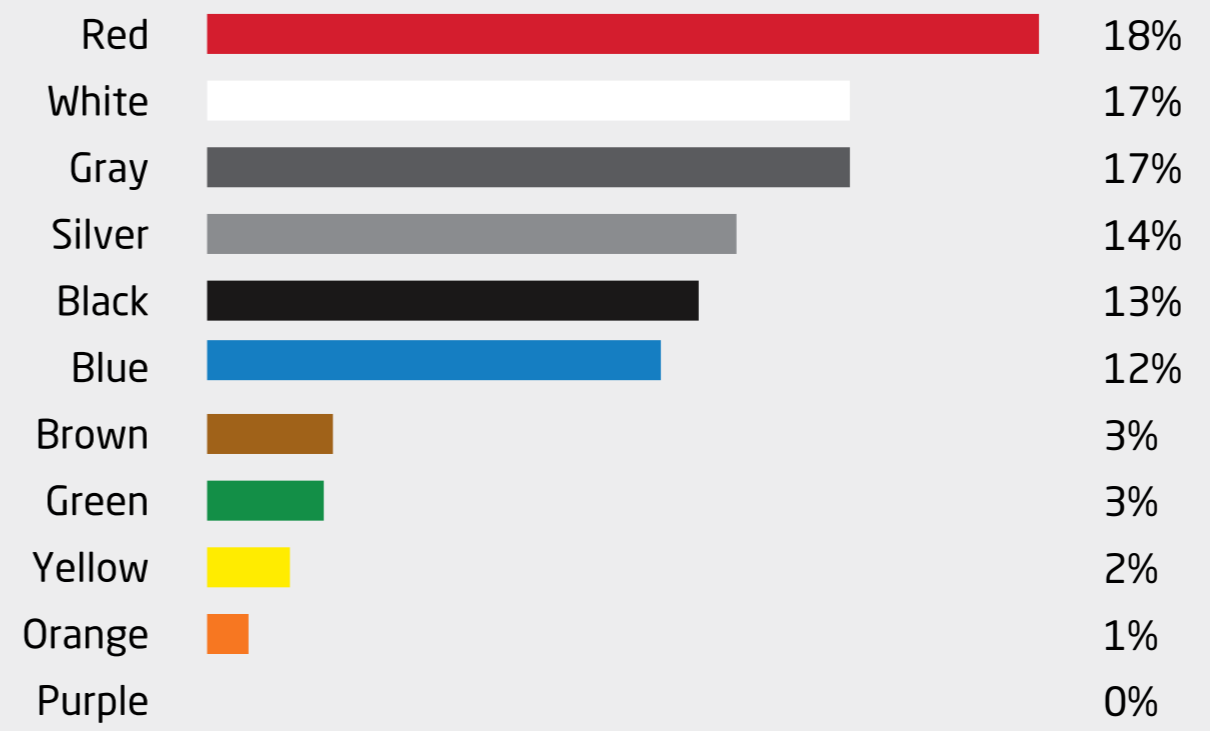
Automotive Color Preferences

Consumer Survey in Mexico 2022

Favorite color of consumers in Mexico



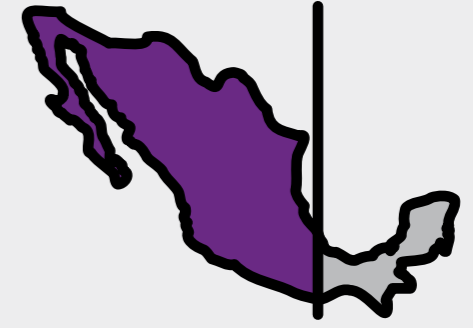
Car color that consumers in Mexico have



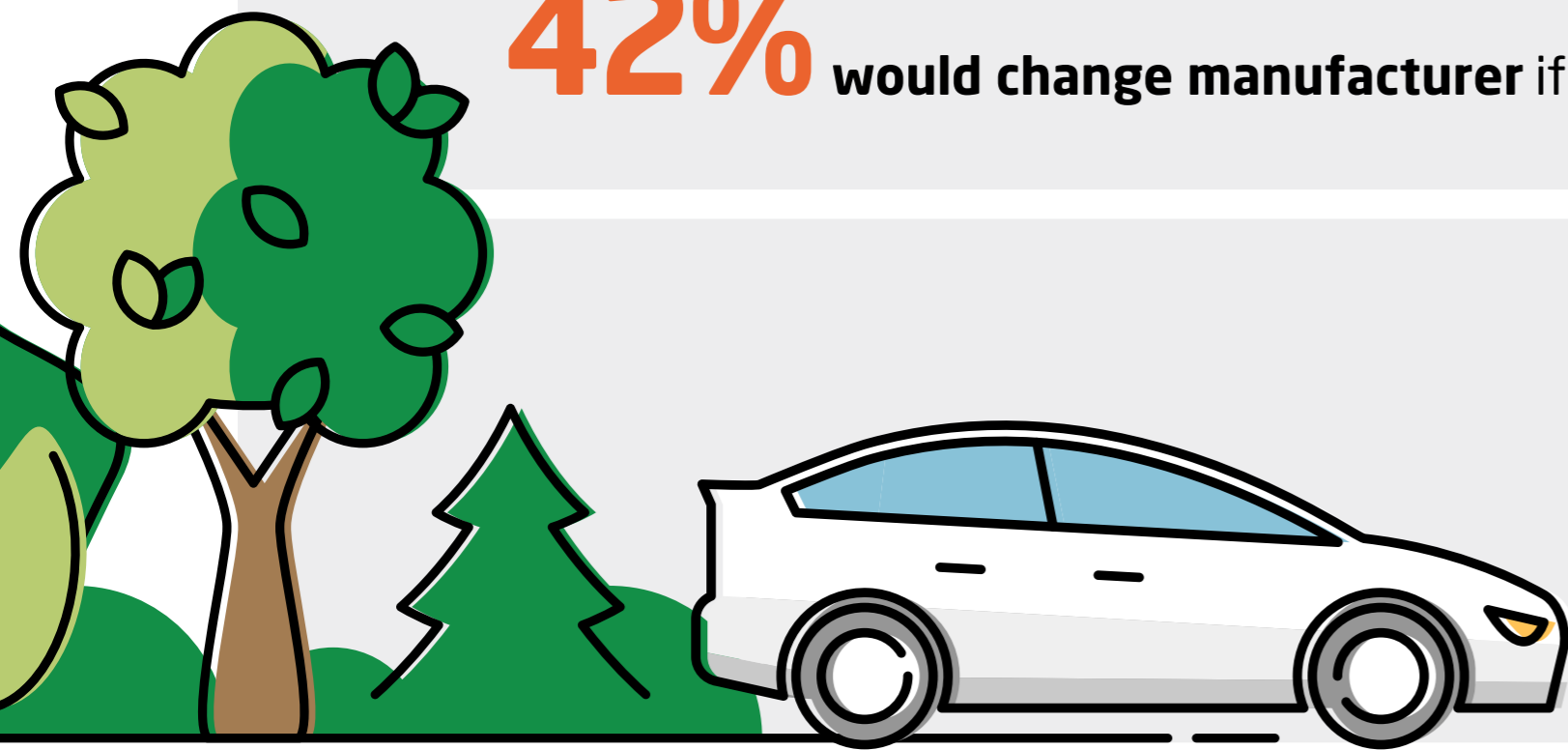
Car color by gender



Color is a key factor for **86%** of respondents when purchasing a car.



42% would change manufacturer if they didn't find the color they are looking for.



Commitment to sustainability in the car manufacturing is very or extremely important to

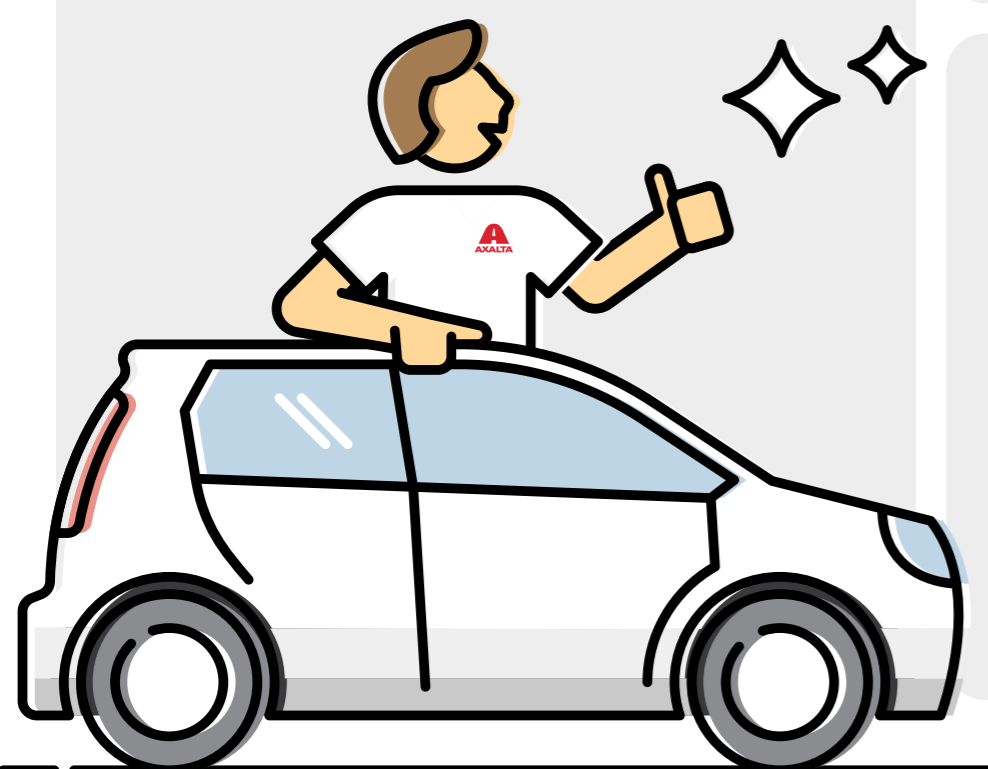
74% of respondents.



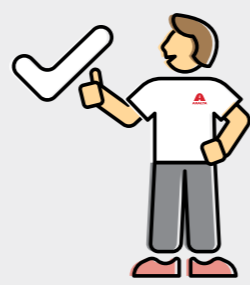
34% of the

respondents have owned their car for **between four to seven years**, regardless of whether they bought it new or used, and

42% has done a **repainting job** on their car mainly for some type of repair caused by a crash.



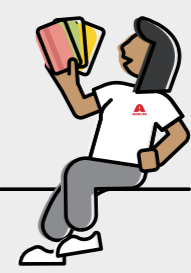
Factors that automotive consumers in Mexico consider when going to a body shop:



33%
Quality of service



27%
Budget



16%
References

Cost / quality ratio (69%) is the main factor that participants consider when choosing a paint brand for their car.



*Survey was conducted by Axalta in 2022 among 1,000 vehicle owners between the ages of 25-60, distributed throughout the most populated cities in the country such as Mexico City, Jalisco, Nuevo León, Puebla and Chihuahua. For more information on demographic data and methodology, visit: