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# **Global Automotive 2017 Color Popularity Report**



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# COLOR POPULARITY BY REGION

brown versus a one percent decrease in red and yellow. • The region shows a one percent increase in blue and beige/

double-digits for the first time.

- With a three percent gain, gray bounces up and reaches
- defend their second and third place positions. In contrast, black and silver lose three percent each but
- produced (49 percent). White rises by two percent with almost half of all vehicles

- Light colors dominate India: white is 32 percent and silver
  - gray showing trends toward more colorful versions. South Korea sees increases in blue, beige/brown and
- versions of blue, red and beige/brown hold steady. at 28 percent up one percent from last year. Colorful
- Japan still shows the strongest preference for white pearl

including glass and aluminum flake. Solid white drops

six percent with mica and other various flake effects growing up five percent over last year. White pearl grows Mot surprisingly, white stays on top in China and keeps

palettes. This year, blue could crack the 10 percent hurdle. toward more chroma will return to European OEMs' The steady increase in blue underlines, that the tendency

Multi-Purpose Vehicle sector continues to experience fall and stagnates at 11 percent. Only the Intermediate/

• For the first time in more than a decade, silver stops its driven by effect colors.

any other region. Gray's three percent increase was

At 20 percent, gray is more popular with Europeans than

Beige/brown and silver increase in popularity.

of 32 percent.

• White remains the top color rising four percent for a total Russia

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

# South America

segment where it gained six percent to total 16 percent. • Blue is gaining popularity, especially in the compact /sport

pearl for a total of 29 percent. • The luxury segment saw a five percent increase in white

increase for white...especially in solid whites.

The truck segment is growing and showed a six percent

top preference for eleven years in a row. • White grew two percent and totals 27 percent holding the

# **North America**

seven percent.

• Blue holds the top spot for the most colorful hue at

continues to decline. • Gray and silver hold steady at 11 percent each, but black

solid white decreased two percent. luxury νehicles, white pearl increased four percent while

Following the trend of pearl colors being employed on

At 39 percent, white has grown 10 percent in five years.

• White increases two percent to hold its reign for the

Color Preferences at a Glance

and **Lumeera**<sup>TM</sup> clearcoats offer the ultimate in finish protection, gloss, and appearance. layering; **ChromaDyne**<sup>rm</sup> color coats provide unparalleled durability, color and beauty; pre-coats provide the foundation for great appearance and durability for wet-on-wet primers offer optimized film smoothness and excellent adhesion properties; HyperDyne<sup>TM</sup> provide reliable mechanical strength and superior corrosion protection; **HyperDur**<sup>TM</sup> ot betelumiof ene tent ctouborq eonemiofreq high est steororized en all all betelumiof en set tent ctoubord experience products and continued to the continued of the continued

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

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

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

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

vehicles sold are white. wan to trest ed Sa se shirth and the same of new Although white increased in most regions, no other region pearlescent whites and is viewed as a luxury color space. on modern appeal. Japan has the highest preference for increased four percent as this familiar color space takes and leads second place black by 23 percent. White pearl popularity. At 39 percent, it is up two points over last year For an amazing seventh year in a row, white leads the world in

the world by region and segment type. 65th edition of providing an in-depth review of vehicle choices around

In 2017, Axalta's Global Automotive Color Popularity Report celebrates its

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

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