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AXALTA COATING SYSTEMS



Global Automotive 2017 Color Popularity Report



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Axalta's **Aquec™** electrocoats are high-performance products that are formulated to provide reliable mechanical strength and superior corrosion protection. **Hyperdur™** primers 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. **Lumera™** clearcoats offer the ultimate in finish protection, gloss, and appearance.

White 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.

While the top three spots are dominated by neutrals, conclusions 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. Green, however, still lags in popularity worldwide but is predicted to increase in various shades, including blue-shade greens.

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.

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.

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 23 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 increases in most regions, no other region produces more white cars than China as 62 percent of new vehicles sold are white.

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.

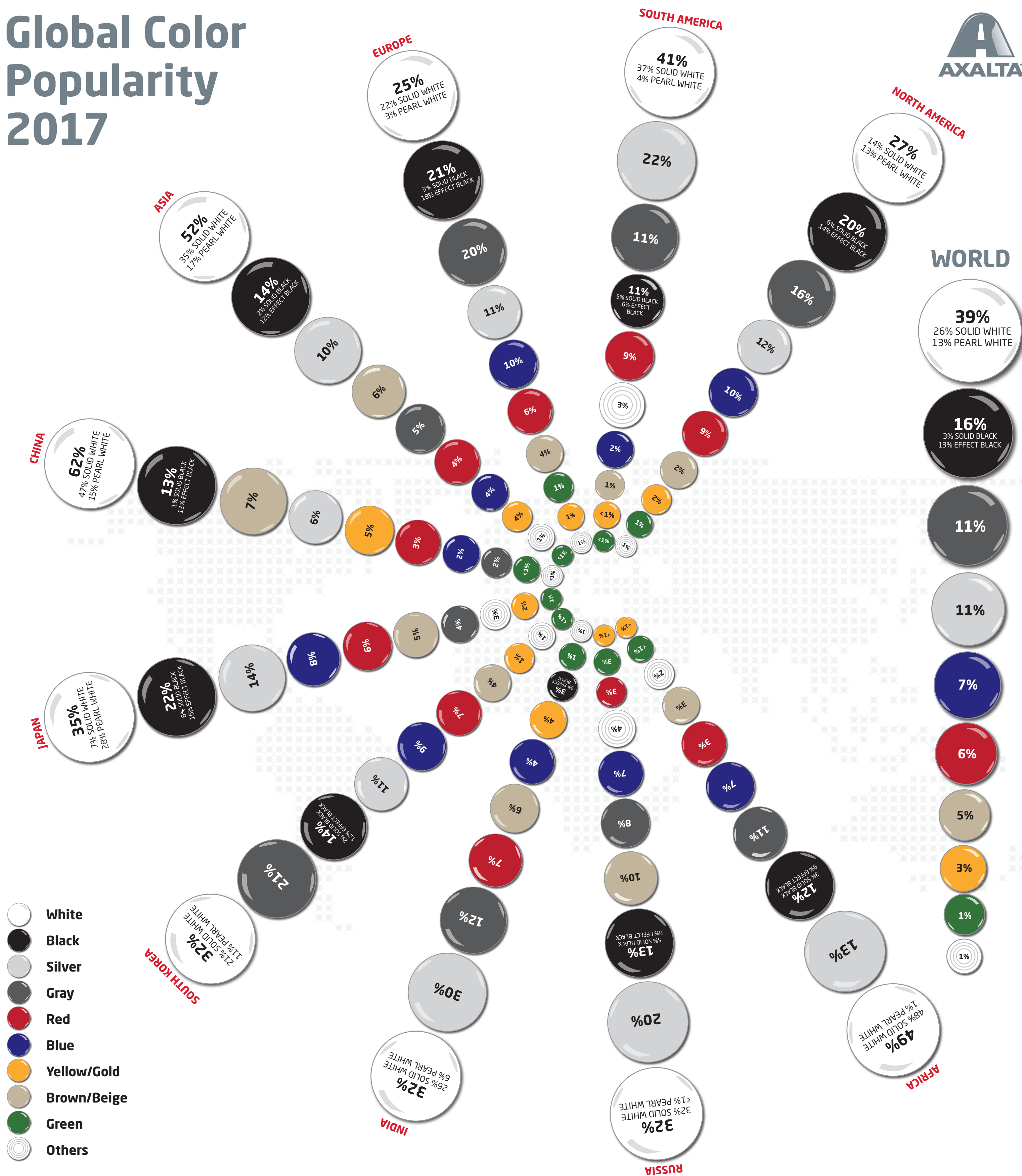
For the seventh straight year, white is the world's most popular color as pearlescent whites gain interest.

Global Automotive 2017 Color Popularity Report

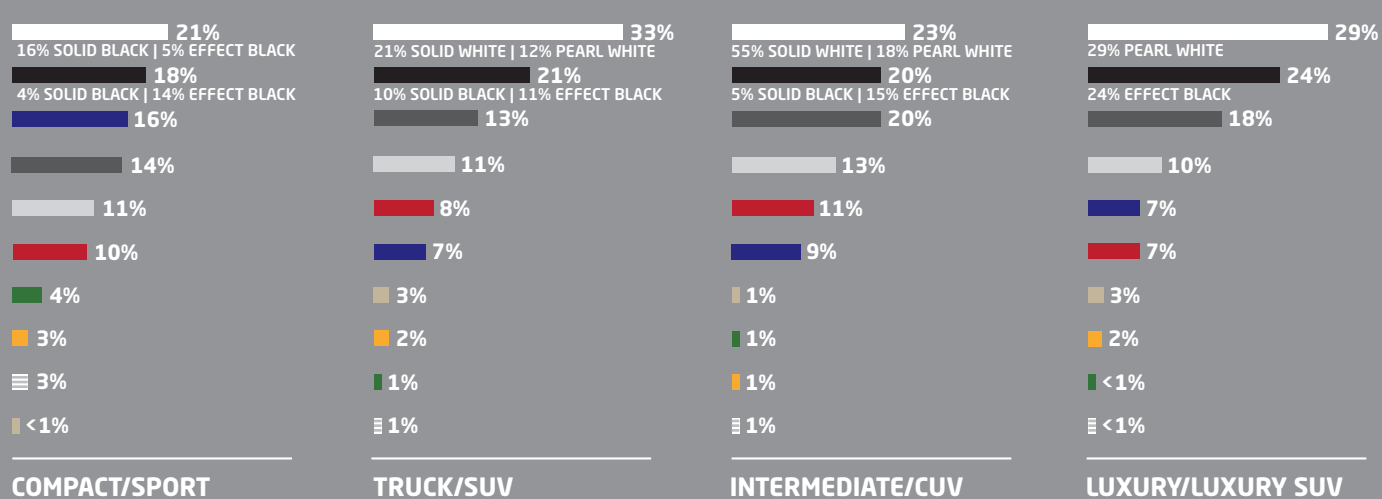
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Global Color Popularity 2017



North America



Europe

