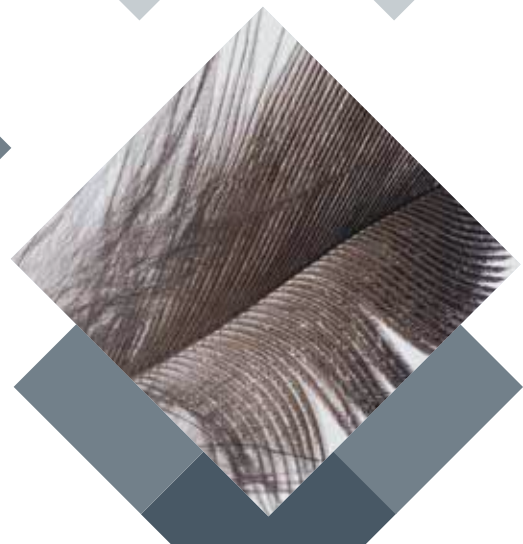
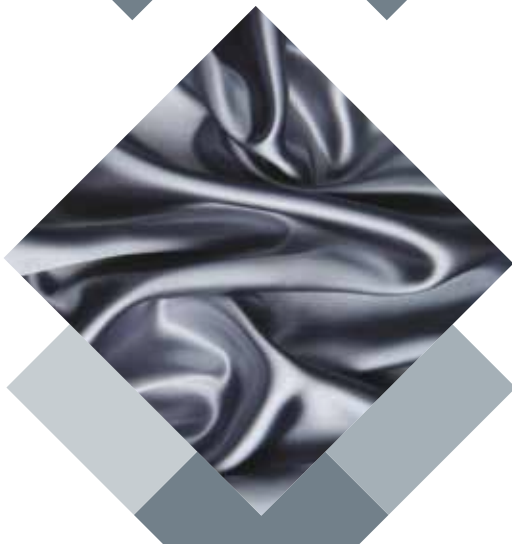


Global Automotive 2017 Color Popularity Report



AXALTA COATING SYSTEMS

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 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 increased in most regions, no other region produces more white cars than China as 62 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.

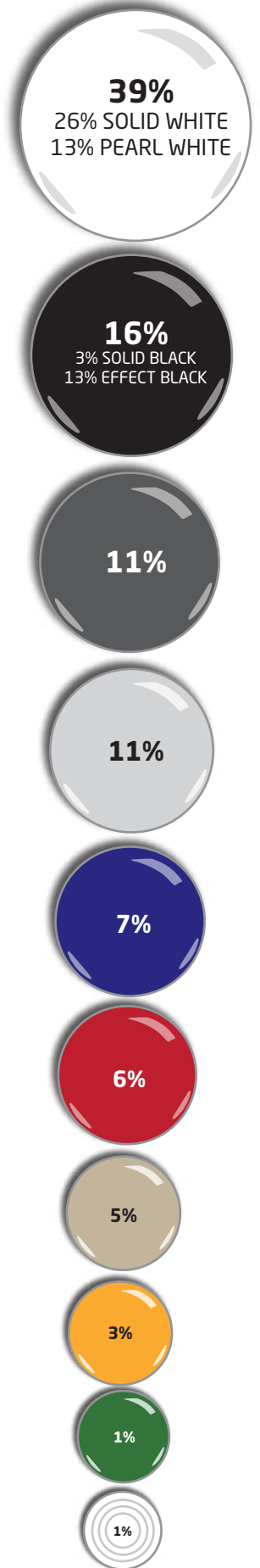
Gray and silver are tied for third place for the second year in a row; both are unchanged at 11 percent. Gray saw a three percent increase in popularity in Europe, Africa, and South America. Overall there has been interest in this space as this dynamic neutral can vary in lightness and hue. Gallant Gray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

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; **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; and **Lumeera™** clearcoats offer the ultimate in finish protection, gloss, and appearance.

WORLD



39%
26% SOLID WHITE
13% PEARL WHITE

16%
3% SOLID BLACK
13% EFFECT BLACK

11%

11%

7%

6%

5%

3%

1%

1%

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 29 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 keep second place at 22 percent, 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 32 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** stops its fall and stagnates at 11 percent. Only the Intermediate/ Multi-Purpose Vehicle sector continues to experience a 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 mica 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 sees 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.
- With a three percent gain, **gray** bounces 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**.

COLOR POPULARITY BY REGION

WHITE



52% ASIA
49% AFRICA
41% SOUTH AMERICA

GRAY



20% EUROPE
16% NORTH AMERICA
11% SOUTH AMERICA/
AFRICA

BLUE



10% NORTH AMERICA/
EUROPE
7% RUSSIA/AFRICA
4% ASIA

BEIGE/BROWN



10% RUSSIA
6% ASIA
4% EUROPE

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