

# Axalta's Automotive Color Trend Report



Insights



Automotive

Color Trends

Combinations

Color **combinations** are trending in the automotive industry. Two-toning and striping color combos are adding customized selections to the consumer.

Colors are exhibited in side-by-side **comparisons** to showcase color capability and color variance.

The combined **relationship** of color trends, color formulation, color technology and forecasted color popularity was used to develop these "Color Duos".

Comparisons

Relationships



Combinations

Comparisons

Relationships

**Smart duo**

**Topnotch duo**

**Comeback duo**

**Contrast duo**

**Power duo**

**Popular duo**



A white rounded rectangular text box containing the text "Smart Duo".

**Smart Duo**

A large grey circle with a white dashed border containing the main text.

**Autonomy and  
eco-conscious  
brands are the  
future of the  
automotive market.  
Are you "cool" with  
the future colors?**

A white rounded rectangular text box containing the text "common & optimized".

**common & optimized**

**Familiar colors  
are updated with  
new technology.**

**Topnotch duo**

**Is innovation  
driving your color  
decisions?**

**signature & facelift**

# Axalta's Automotive Color Combinations



**Comeback duo**

**These updated  
vintage colors  
evoke fond  
memories.  
Is it solid or effect  
shades you  
remember most?**

**solid & effect**

**Contrast duo**

The high-contrast shades are full of character.

Do you prefer light and fashionable metallics or dark luxurious colors?

**light & dark**

# Axalta's Automotive Color Combinations



**Power duo**

**Find excitement  
and energy in these  
custom hues.**

**Is your taste more  
vibrant or subdued?**

**bright & muted**

**Popular duo**

**These new trends  
become mainstream  
pop or expressive  
stand-outs.**

**Do you prefer  
classic or unique?**

**traditional & individual**

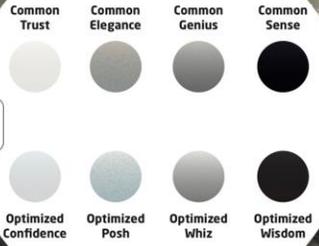
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Axalta's Automotive Color Combinations



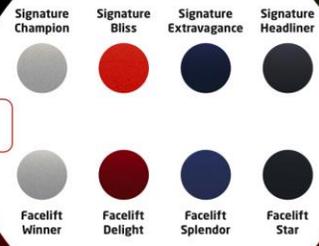
**Smart duo**



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**Topnotch duo**



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**Comeback duo**



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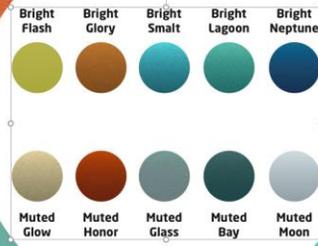
**Contrast duo**



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**Power duo**



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**Popular duo**

