

Contact us

Regional & National

North America

Axalta Coating Systems, LLC
Nancy Lockhart
nancy.m.lockhart@axalta.com
+1 586 789 7536

Asia-Pacific (excl. China)

Axalta Coating Systems Australia Pty. Ltd.
Steve Burns
steve.j.burns@axalta.com
+61 (0) 423 026 071

China

Axalta Coating Systems Shanghai Holding Co., Ltd.
Annie You
annie.you@axalta.com
+86 (0) 21 6020 3666

Europe, Middle East, Africa

Axalta Coating Systems Deutschland GmbH & Co. KG
Elke Dirks
elke.dirks@axalta.com
+49 202 529 6233

Latin America (excl. Brazil)

Axalta Coating Systems Mexico S de RL de CV
Karen Perez
karen.perez@axalta.com
+52 55 5366 3266

Brazil

Axalta Coating Systems Brazil LTDA
Elmer Jurado
elmer.l.jurado@axalta.com
+55 11 2465-7541

Call Center

sac.guarulhos@axalta.com
0800 019 4030

Global

Axalta Coating Systems, LLC
Two Commerce Square
2001 Market Street
Suite 3600
Philadelphia, PA 19103
USA

John Wray
john.w.wray@axalta.com
+1 586 789 7463

axalta.com

AXALTA COATING SYSTEMS



Global Automotive
2017 Color Popularity Report



Copyright ©2017 Axalta Coating Systems LLC and all affiliates. All rights reserved.



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.

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.

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 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.

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 OEM's palettes. This year, blue could crack the 10 percent hurdle.



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.

Axalta's **Aquec™** electrocoat 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. **Lumeera™** clearcoats offer the ultimate in finish protection, gloss, and appearance.

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.

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

AXALTA COATING SYSTEMS



Color	Percentage
16% SOLID BLACK 5% EFFECT BLACK	21%
4% SOLID BLACK 14% EFFECT BLACK	18%
14%	16%
11%	14%
4%	10%
3%	3%
3%	3%
<1%	<1%

Hair Color	Percentage
21% Solid White 12% Pearl White	33%
10% Solid Black 11% Effect Black	21%
	13%
	11%
	8%
	7%
	3%
	2%
	1%
	1%

 23%
 55% SOLID WHITE | 18% PEARL WHITE
 20%
 5% SOLID BLACK | 15% EFFECT BLACK
 20%
 13%
 11%
 9%
 1%
 1%
 1%
 1%

Hair Color	Percentage
29% PEARL WHITE	29%
24% EFFECT BLACK	24%
18%	18%
10%	10%
7%	7%
7%	7%
3%	3%
2%	2%
<1%	<1%
<1%	<1%

Hair Color	Percentage
SOLID WHITE	24%
PEARL WHITE	1%
SOLID BLACK	17%
EFFECT BLACK	16%
Other	12%
Other	11%
Other	10%
Other	3%
Other	2%
Other	1%
Other	1%

Color	Percentage
Solid White	27%
Pearl White	14%
Solid Black	2%
Effect Black	16%
Effect White	18%
Effect Black	18%
Effect White	1%
Effect Black	3%
Effect White	4%
Effect Black	5%
Effect White	8%
Effect Black	10%

Color	Percentage
SOLID BLACK	25%
EFFECT BLACK	22%
PEARL WHITE	3%
SOLID WHITE	17%
PEARL BLACK	11%
PEARL BLUE	10%
PEARL RED	5%
PEARL GOLD	4%
PEARL SILVER	1%
PEARL GREEN	<1%
PEARL PINK	<1%

Hair Color	Percentage
SOLID BLACK	28%
EFFECT BLACK	20%
PEARL WHITE	8%
SOLID WHITE	11%
Grey	6%
Brown	6%
Red	3%
Green	1%
Orange	<1%
Blue	<1%