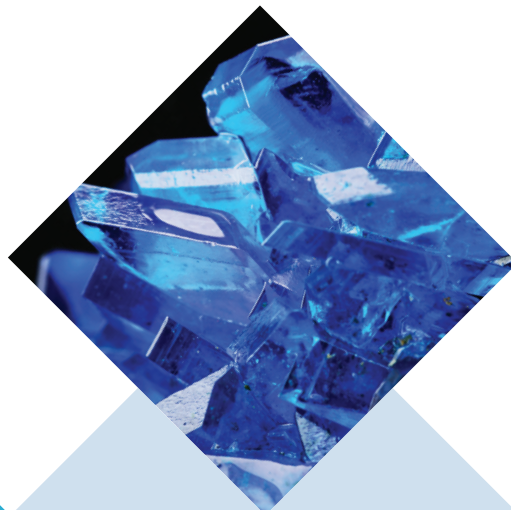




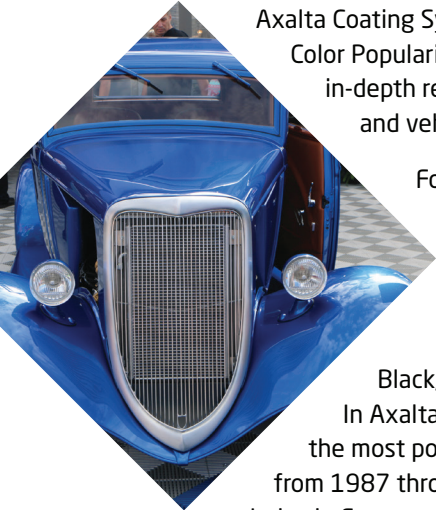
# **Global Automotive 2016 Color Popularity Report**



# AXALTA COATING SYSTEMS

## Global Automotive 2016 Color Popularity Report

*White wins for the sixth consecutive year and a rise for gray among  
2016 global highlights*



Axalta Coating Systems proudly presents the 64th edition of its Automotive Color Popularity Report. Axalta's comprehensive report provides an in-depth review of automotive color popularity both by geography and vehicle type.

For the sixth consecutive year, white leads in global popularity. At 37 percent worldwide, it is up two full percentage points from 2015. Asia favors white more than any other region; at a remarkable 48 percent, white appears on almost one of every two vehicles there.

Black, still at 18 percent, remains the second most popular color. In Axalta's years of color popularity reporting, black has only been the most popular color in one region: Europe. Black was the top choice from 1987 through 1997, except for 1995 when blue was the prevailing choice in Europe.

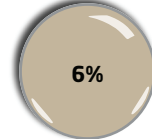
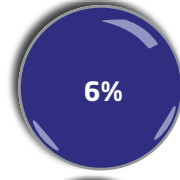
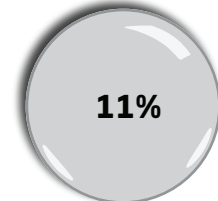
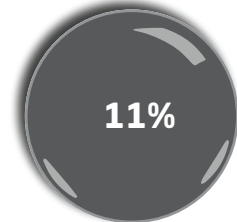
Silver, overtaken by white as world number one in 2011, continues to slide globally coming in at only 11 percent. Conversely, gray continues a gradual climb and is up a full percentage point and tied with silver as the world's third most popular color. Gray leads silver in popularity in Europe (by six percent), North America (five percent), and South Korea (seven percent).

As the top three positions demonstrate, neutrals remain most popular. However, in terms of bold colors, North America is the most popular region for red (10 percent), while Russia and Europe prefer blue (each at nine percent). Yellow/gold is again most popular in Asia (four percent).

As a global color leader, Axalta has been at the forefront of automotive color design and trends for decades. Axalta convened the first-ever Color Advisory Committee to craft colors specifically for cars in 1926. Today, Axalta's color experts remain focused on partnering with vehicle manufacturers by monitoring industry trends and forecasting design and color preferences to engage consumers.

Color draws the eye and is often a key factor in vehicle purchases. But, Axalta colors deliver more than a beautiful finish. Our coatings are formulated to withstand the fading forces of ultraviolet rays and the effects of harsh weather and environments.

## WORLD



# Color Preferences at a Glance

## World Colors

- White stays in first place at 37 percent worldwide.
- White's dominance in Asia at 48 percent is the highest number for one color since silver dominated in South Korea in 2008 at 50 percent.
- After leveling out last year and following four years of decline, silver slipped two more percentage points compared to 2015.

## North America

- Black, with 21 percent, is up from 2015 and trails white by only four points, closer than in any other region.
- At 16 percent, gray remains in third place, five points ahead of silver.
- At 11 percent, silver has not been at or below this level since 1998.

## South America

- At 41 percent, white is the region's most popular color. Although solid white's popularity declined by two percent, pearl white jumped six percent.
- Green comes in at five percent, tied with Russia for green's most popular region.
- At 24 percent, silver does best here.

## Europe

- White, with 27 percent, remains the most popular color in this region even though it fell by two percentage points this year.
- As in North America, gray is up two points year over year. At 17 percent, gray is more popular here than in any other region. The intermediate segment shows a significant increase of more than four percent effect gray.
- Black was more popular in Europe than in any other region last year. In 2016, black is down a percentage point but remains at second place.
- Yellow and green bring up the rear, but both saw a slight upswing.

## Russia

- There may be renewed interest for green in Russia. It is up four percent, almost returning to 2014 levels.
- Beige/brown colors populate the region at eight percent. No other region reaches that mark.

## Asia

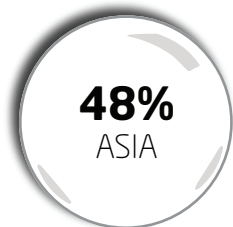
- Up seven percentage points over 2015, white is the most popular color across the region at 48 percent.
- In China alone, solid white gained in popularity by 10 percentage points.
- In Japan, pearl white is most popular at 27 percent.
- Color returns to South Korea with blue and red increasing by one percentage point each. Also, gray won two percent.
- Color returns to South Korea with gray increasing by two percentage points, blue by one, and red by one.
- India, along with South Africa, went against trends and saw silver up one point to remain the most popular color in India.

## Africa

- White leads again, with almost half of all vehicles produced at 47 percent.
- As in 2015, green could not be any less popular; with less than one percent, that number is unchanged.
- Light colors are most favored here and, together, silver and white make up 63 percent.
- Nevertheless, black gained three percentage points here.

## COLOR POPULARITY BY REGION

### WHITE



48% ASIA  
47% AFRICA  
41% SOUTH AMERICA

### GRAY



17% EUROPE  
16% NORTH AMERICA  
10% RUSSIA

### RED



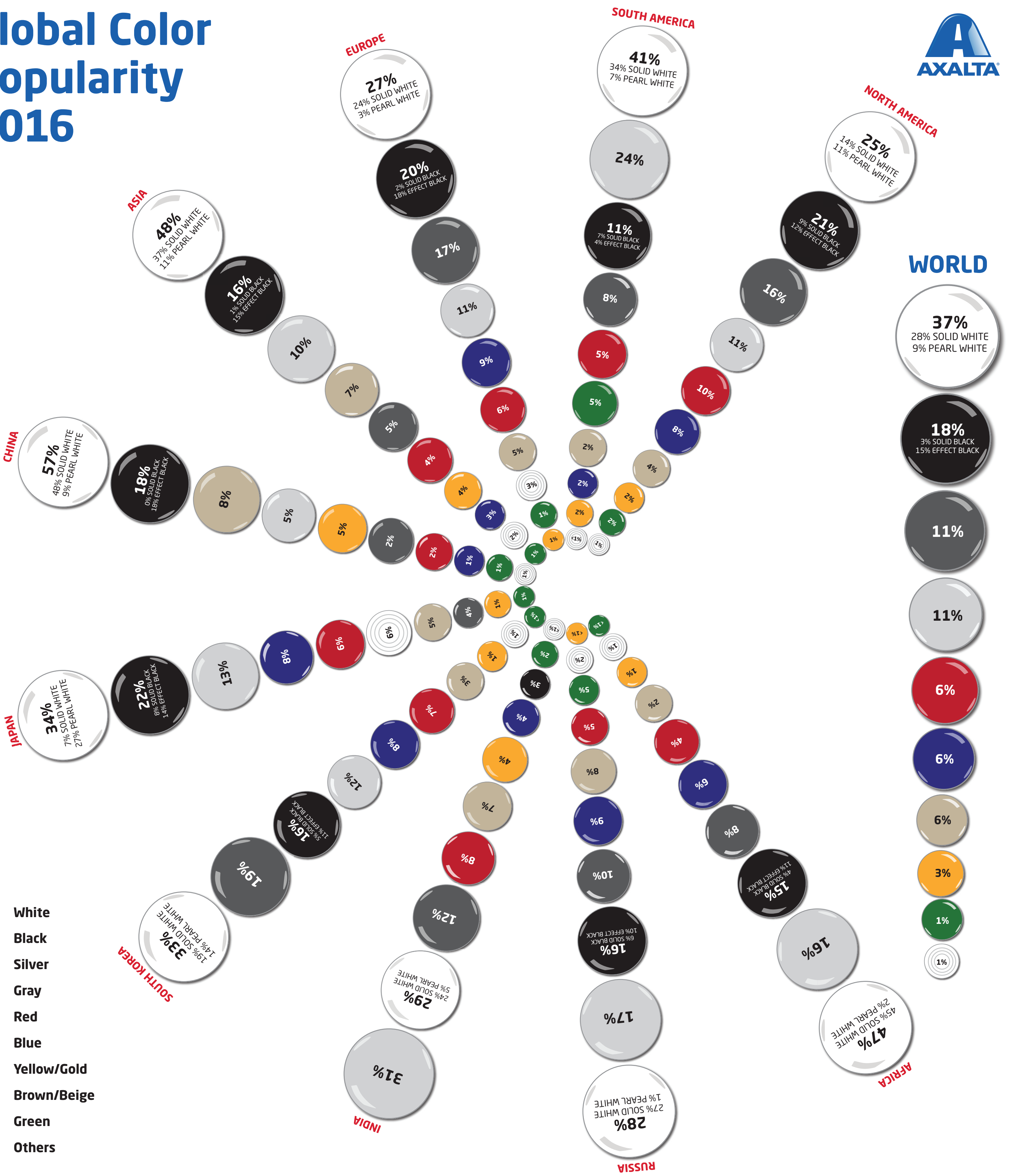
10% NORTH AMERICA  
6% EUROPE  
5% SOUTH AMERICA/  
RUSSIA

### BLUE

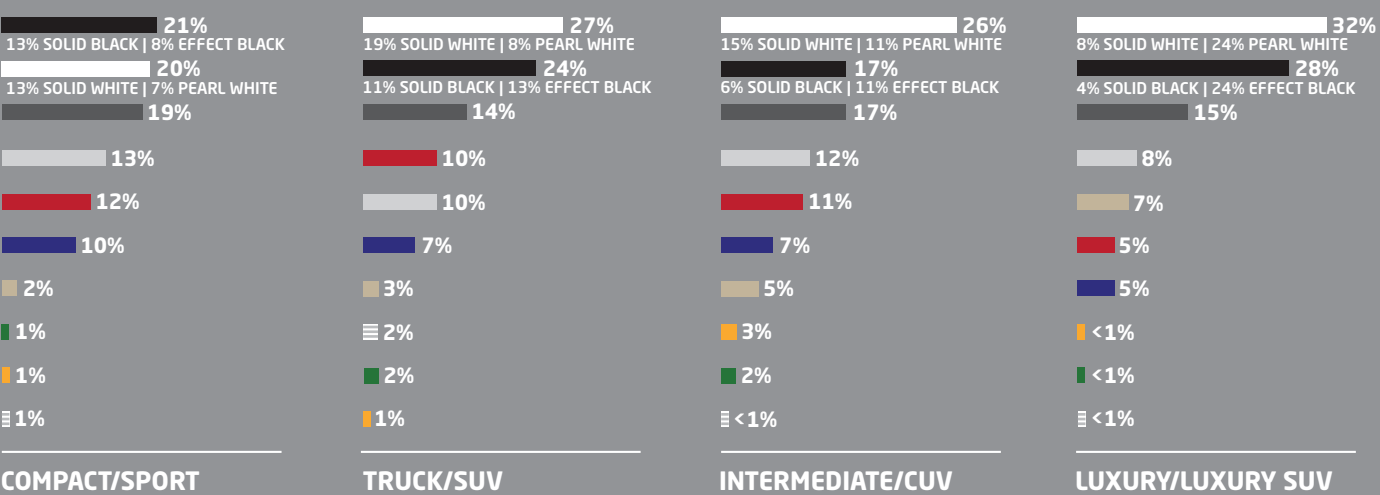


9% EUROPE/RUSSIA  
8% NORTH AMERICA  
6% AFRICA

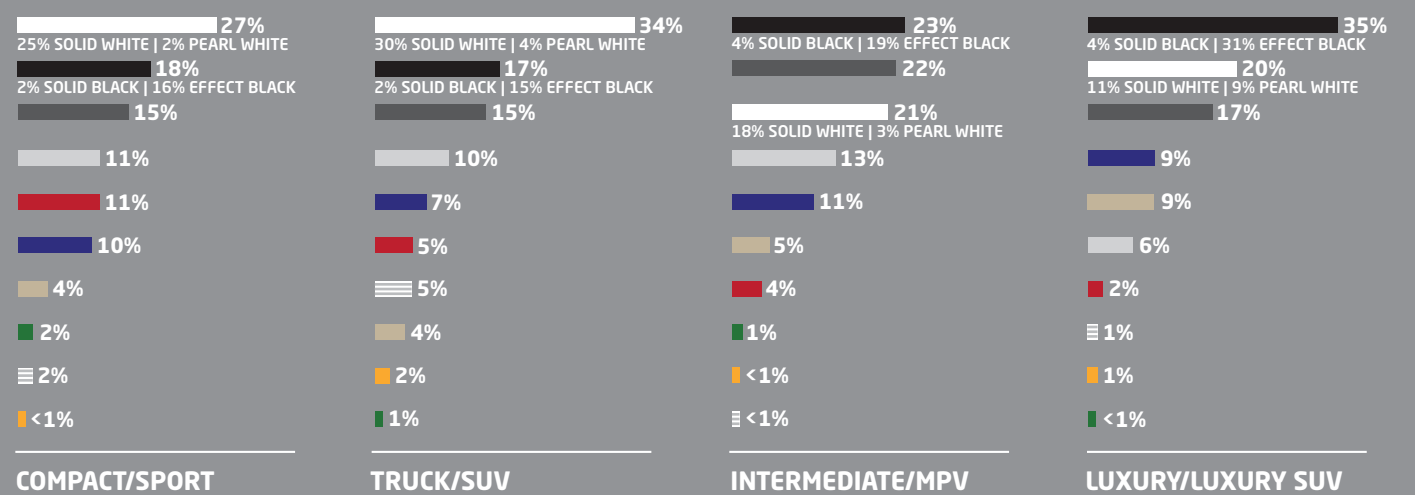
# Global Color Popularity 2016



## North America



## Europe



COMPACT/SPORT

TRUCK/SUV

INTERMEDIATE/MPV

LUXURY/LUXURY SUV

COMPACT/SPORT

TRUCK/SUV

INTERMEDIATE/MPV

LUXURY/LUXURY SUV

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