



COLOR_gen

color collections for the automotive generations

GEN^{Next}

This generation of our future is a product of lifestyle.

Research more about their preferences!

GEN^{Here&Now}

Never heard about this generation?

Read by what they'll be influenced!

GEN^{Lux}

Which products and colors fulfill the sophisticated claim of this quality conscious generation?

Editorial

Welcome to the Axalta Coating Systems annual color trend collection. This year we are happy to showcase colors as they relate to automotive buyers. Each color family has been broken down by consumer "generation".

Gen Next is for the young at heart, ages 16 to 35. They are impacting social and consumer markets. Gen Here&Now is for middle age consumers, 36 to 55. They are conscious of the time they have to spend at work and play. Finally, Gen Lux is targeted for those 55 years of age and more. They are enjoying success and are happy in life.

The individual consumer groups differ in color trends as do each of the personalities. Please enjoy the tales of each of the consumers as they portray their personal interests and lifestyles.

Axalta Global Color Team

The image features a microscopic view of plant tissue, likely stained with a blue dye. The tissue shows various cellular structures and fibers. A prominent horizontal bar of solid brown color is positioned across the upper portion of the image, serving as a background for the title. The title 'GEN Next' is written in white, bold, sans-serif font, with 'GEN' being significantly larger than 'Next'.

GEN^{Next}

Axalta
describes the group of
those 16 to 35 years old as **GEN next**.

This generation is a product of their time and doesn't go "offline". They grew up with the internet and social networks. Being connected and social are instinctive and real.

Listen to what GEN next says about themselves:

"I want it fast, and I want it now!" It's a matter of speed and ease, in everything they do. There's no time to waste.

"I trust the opinion of others." Social media sources and even strangers can weigh in on decision making process by on line voting. Working in groups and connecting ideas is key to success.

"I'm a social creature and like to hang out at local establishments that are conscious of the impact on my environment."

Read now about three GEN next character finding happiness on their own terms...

Alice Young Millennial Fashion Enthusiast



Pink Favorite!
Must Have:
Fake Fur

All Pastels!
Macaron Life

Things I Love



I love me!
My style is my
masterpiece



Creativity at its best



I'm always looking for new notebooks to write down my thoughts and ideas. Finding colors that go with my style is key to my creativity.



Working with flowers and designing a beautiful arrangement is relaxing. I like to bring in nature into my apartment whenever possible.



I'm constantly looking up the latest trends on my mobile device. I subscribe to several magazines and blogs to get insight into purchases.



Shopping for the hottest trends

This season is proving to be an absolute delightful time to shop for the latest fashions. Although the racks are full of colorful goods, this generation prefers to shop on-line. Alice Young, a fashion enthusiast, was admiring the new line of dresses. "I love the soft shades of rose and beige. My favorite on-line stores have hundreds of options available to me at my fingertips." The cashmere pink and pretty blue light sweaters are must-haves for Alice. On her wish-list are new accessories for her electronics and new fashion jewelry. Alice is shopping for new vehicle that will be small enough to get around the city but will still hold all of her shopping needs. A small compact car with good fuel economy is on her list... if she can find it the color of her choice.

ALICE'S COLOR COLLECTION:





Paul and Clara are moving together

Paul and Clara, a 25 and 27 year young couple, are planning their new home together. They decide to take on the challenge to renovate their flat.

These do-it-yourselfers are ready for the challenge and will welcome the help of friends.

“It is fun to do things on your own and save some money along the way,” says Paul. Simplicity and modernity play a role into the design.

Bright accent colors make the space young and fresh. Read on to see how they style their creative chairs.



Do It Yourself!

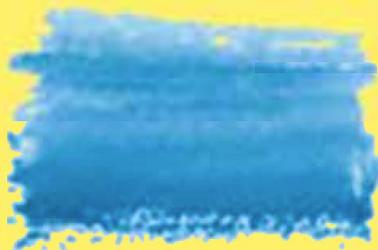
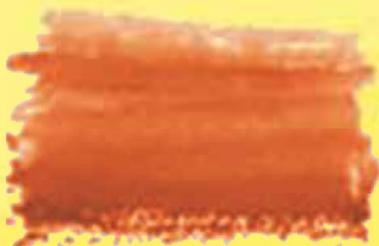
Take it from Paul, you can do some of these projects yourself. See these simple home projects that will be useful and fun.

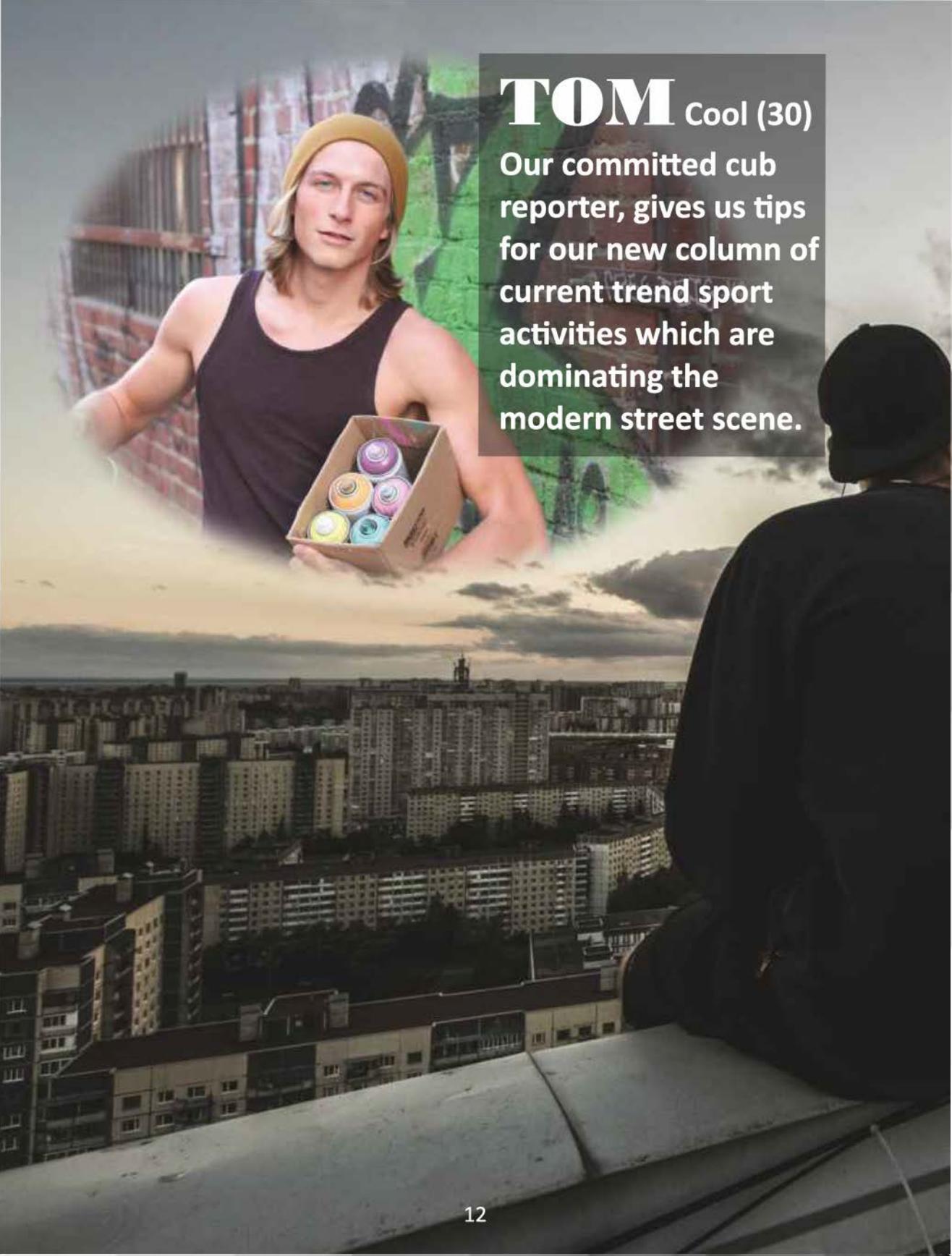
These colorful chairs will bring color to every party. Look for easy tips on how to make these for your next gathering.

1. Measure twice, cut once.
2. Paint with contrasting hues.
3. Keep it simple.
4. Enjoy with friends.



PAUL AND CLARA'S COLOR COLLECTION:





TOM Cool (30)

Our committed cub reporter, gives us tips for our new column of current trend sport activities which are dominating the modern street scene.

Parkour (French pronunciation: [paʁkɥʁ])

Tom has many ways to move around the city. After work he hangs out with buddies to practice Parkour. This French developed practice of moving from place to place using various methods of movement is on the rise with younger generations. This activity has turned into a sport for Tom. "Sure, I can run, walk, climb or jump at the local gym, but this is a great way to get to know my urban area."

These complex moves require me to wear light clothing. I don't need equipment so it's an easy sport to try anywhere. There's no better way to get out and burn off some energy." There are favorite hang outs for Tom and his friends but they like to keep them secret. Here are some of their athletic moves throughout the city.



Longboarding

Tom and his friends also enjoy the city sport of Longboarding.

“I can maneuver through a variety of disciplines on the long skateboard. My favorite is to cruise through obstacles and adding a few tricks and jumps. My friends and I like to ride downhill and go as fast as possible.”

This sport doesn't take too much luggage so it's easy for Tom and his friends to travel to different locations to enjoy other tracks.

“All I need is my favorite greenish-bronze knit lid, my blue board shoes and my red and white striped longboard.”

Tom's favorite hang-outs

“I love driving to the outer city and finding a more remote place to board. Friends and I will pack in as much equipment and coolers into our vehicle and head out for the day.”

“Sometimes we like to take a weekend road trip. For this, the hatchback works great. If more storage is needed, friends pack up equipment on the roof and in their small SUV's.”

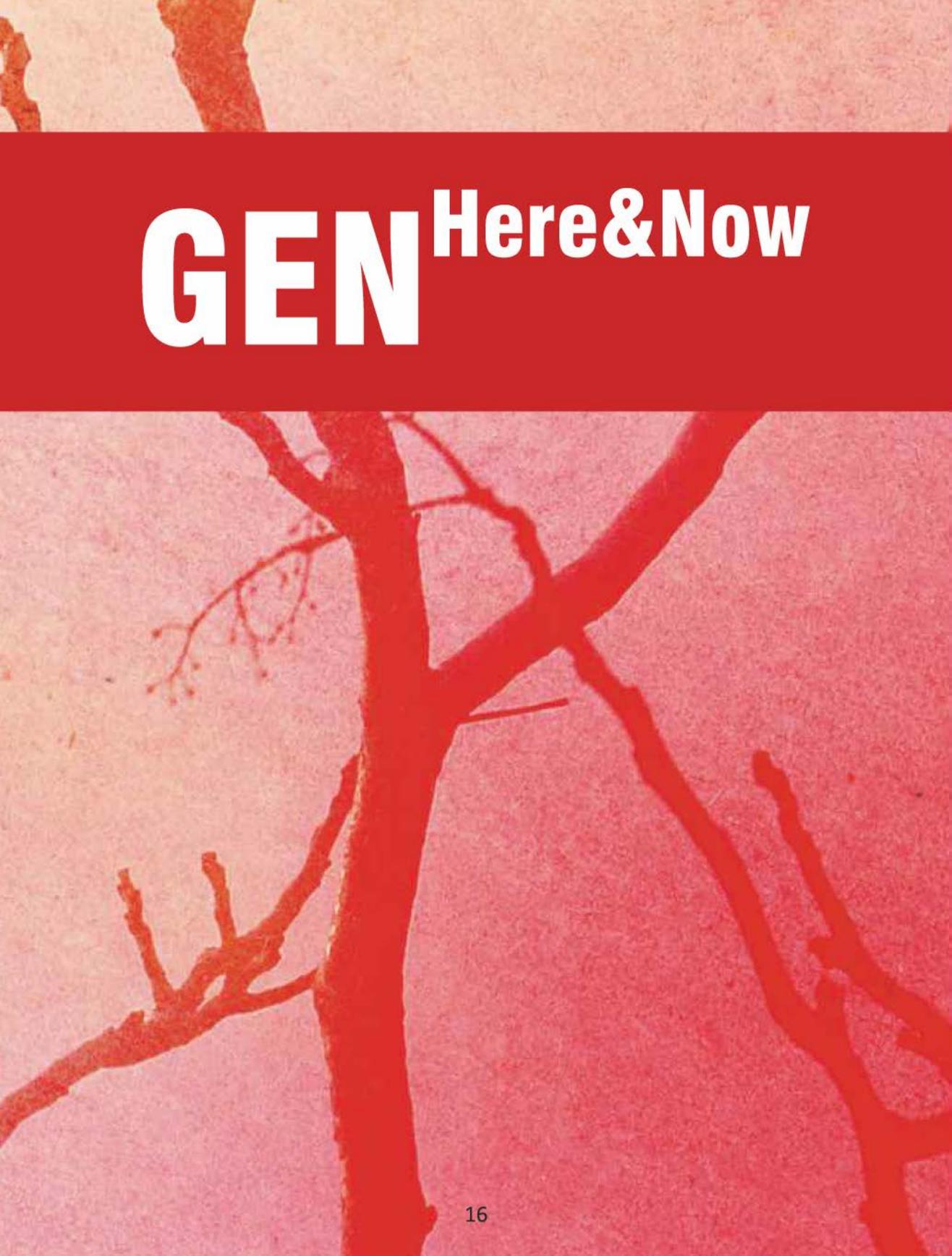




Tom's Color Collection:



**Next issue: Tom's tips and tricks for two new sports:
Bouldering and Bag Jumping**



GEN Here & Now

So,
what exactly has
“Gen Here & Now” been up to?

These folks are between 36 and 55 and have busy lives that make them the ultimate multi-taskers. They are often rising in their careers while managing both the care of their parents and their own children. They are masters of work/life balance and plan for vacations as much needed getaways.

They have iPods for trips to the gym, and they spend outside time playing with children. They have apps to make life easier and save time. They would like a bigger house and they have a vehicle to transport the family around and often a pet. Vanity is accepted and money is spent on personal looks and fashion as they recapture the spirit of their youth.

Newest Berlin Fitness Studio Brings Work and Sports Together



Recently, Berlin has seen its fitness scene take a turn for the better. An influx of people from the so-called “work meets sport union” have transformed Berlin’s working environment into a healthy place. The newest entry is Boris Beauty's aptly name Studio “Beauty & Fit at Work.” “I wanted an experience for a combination of sport and work here,” explained Boris from his second floor office. “It is more about your whole time here rather than just a place for sports. Our studio will give you the feeling of energy, from the minute you walk into the door.” Boris, who enjoys living single in his designer penthouse, perceives the members of his fitness center as a kind of “family-compensation.” “We spend a lot of time here together, and it's great to set common targets”, he said. Boris' passion for sports is reflected in all areas of life including his sporty perfect looking car that fits to his “buffy” personality. “My work is my life, but I love it,” said Boris. *****(five stars)



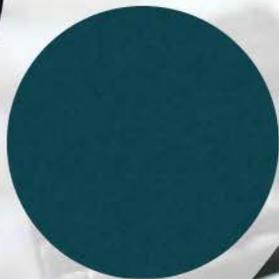
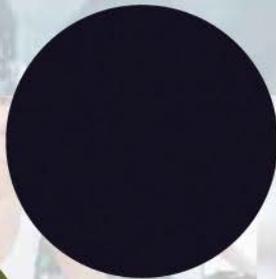


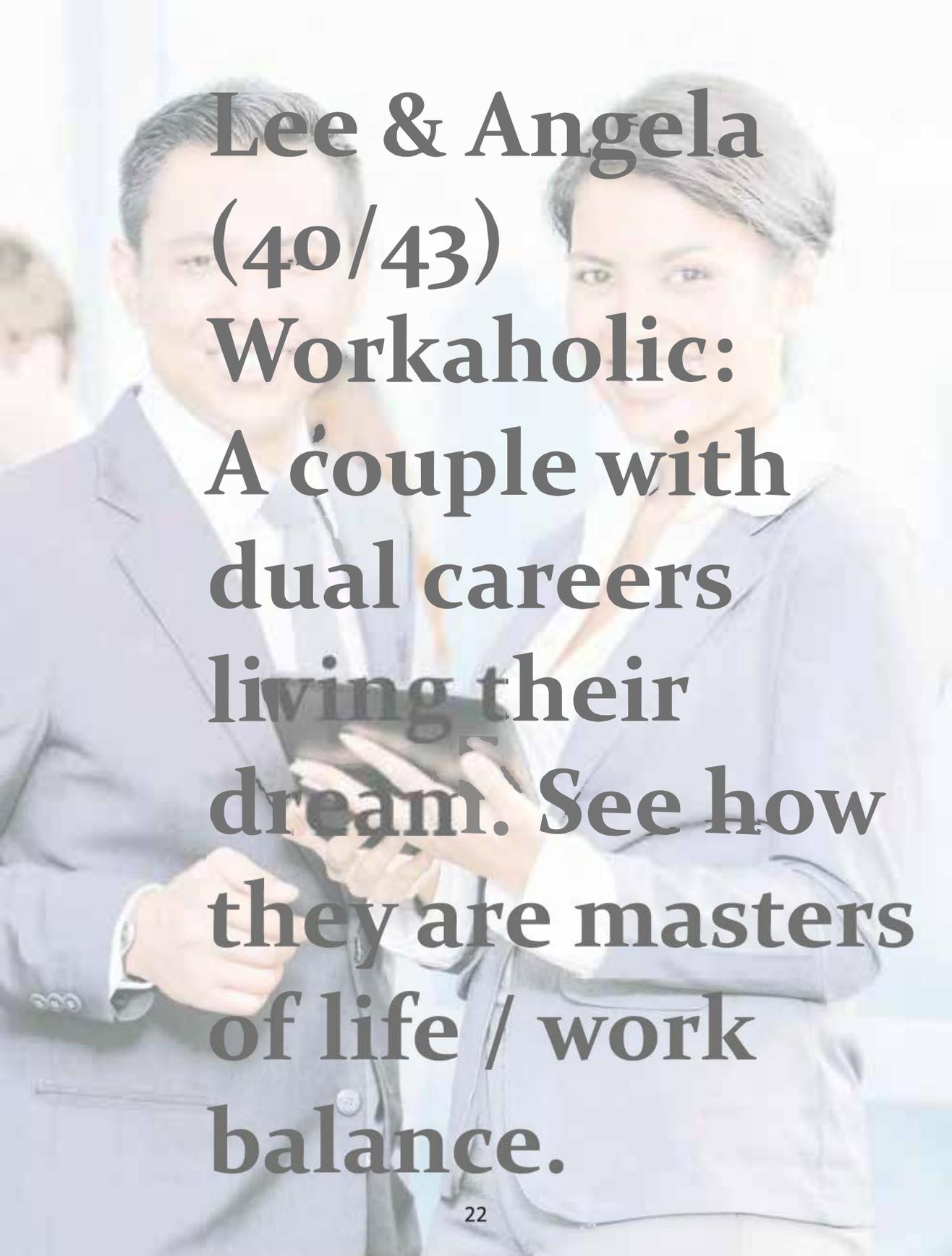
Boris' Fitness Drink:

- 1 cup kale
- ½ kiwi
- ½ banana
- 1 cup cucumber
- 1 teaspoon sage



**BORIS'
COLOR COLLECTION:**



A man and a woman in business attire are looking at a tablet together. The man is on the left, wearing a dark suit and tie, and the woman is on the right, wearing a light-colored blazer. They are both smiling slightly. The background is a bright, out-of-focus office setting.

**Lee & Angela
(40/43)
Workaholic:
A couple with
dual careers
living their
dream. See how
they are masters
of life / work
balance.**

Balancing work and life is a necessary task for this power couple. Technology may mean that jobs don't stop, but there are plenty of ways to keep fit and stay connected with friends. Here some health and career tips from Lee and Angela to help you find your balancing point:

1. Tune out - From working at home to apps that make work easier, technology has helped our lives in many ways. At the same time, it has also created expectations of constant accessibility. Work days do not end. "There are times when we just shut our phones off and enjoy the moment," says Lee Workaholic. With that said, they find it hard not to WeChat at their kids' lacrosse games. Finding time to relax is essential and has great rewards.

Three tips for a better Work Life



2. Don't be perfect –
Keeping a healthy balance means exercising whenever you can find the opportunity. It may be yoga at lunch or hitting the gym after work. “A healthier option is to strive not for perfection, but for excellence.” This means keeping fit and eating healthy foods.



3. Enjoy the moment wherever you are –

A tranquil environment is an effective stress reliever.

“I like to decorate my home with the latest color trends and home amenities. Once at home I find it more relaxing and easier to unwind,” says Angela.





LEE & ANGELA'S COLOR COLLECTION:



Lee and Angela have also a good balance in their color choice. Their collection shows neutral and long-living achromatic hues that perfectly into whatever life throws at them. And there is also an innovative accent color that highlights their strength and ambitious nature.

Welcome to the Bourgeois!



No school today?

Take advice from Susan Bourgeois on the best kids' activities.

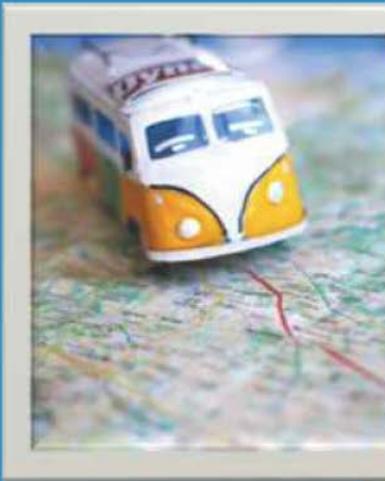
"The kids love to have their friends over to play board games. It's our house that normally has all the kids over so I make sure there are plenty of games to keep them busy."

Outdoor Fun

"We have the family vehicle packed with everyone's gaming equipment. Violet has ballet and piano lessons while I need to run Max to his baseball and soccer games. We have plenty of sports bags and coolers in the back of the vehicle to make sure everyone is set for their activity."



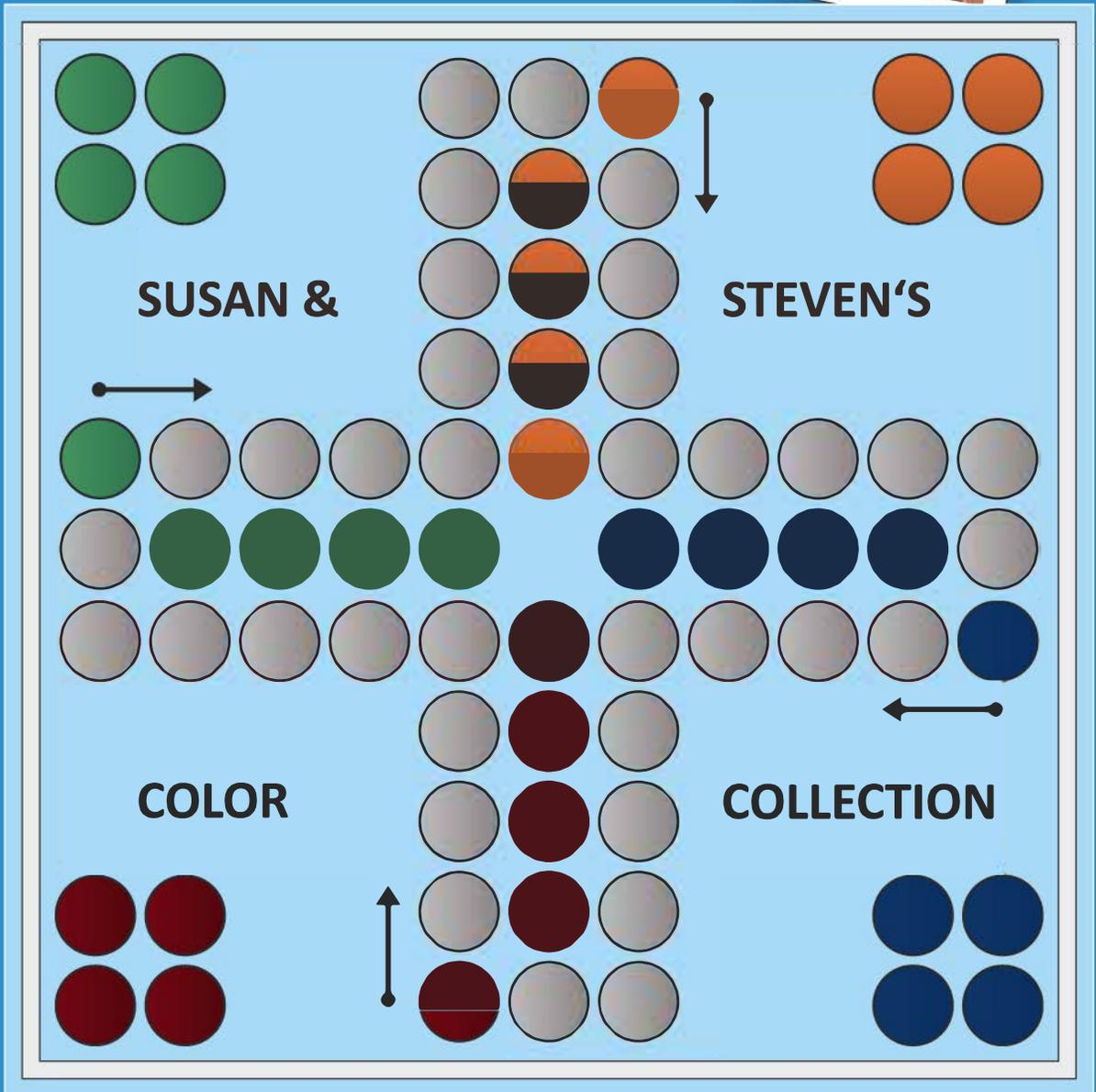
Vacation Destinations

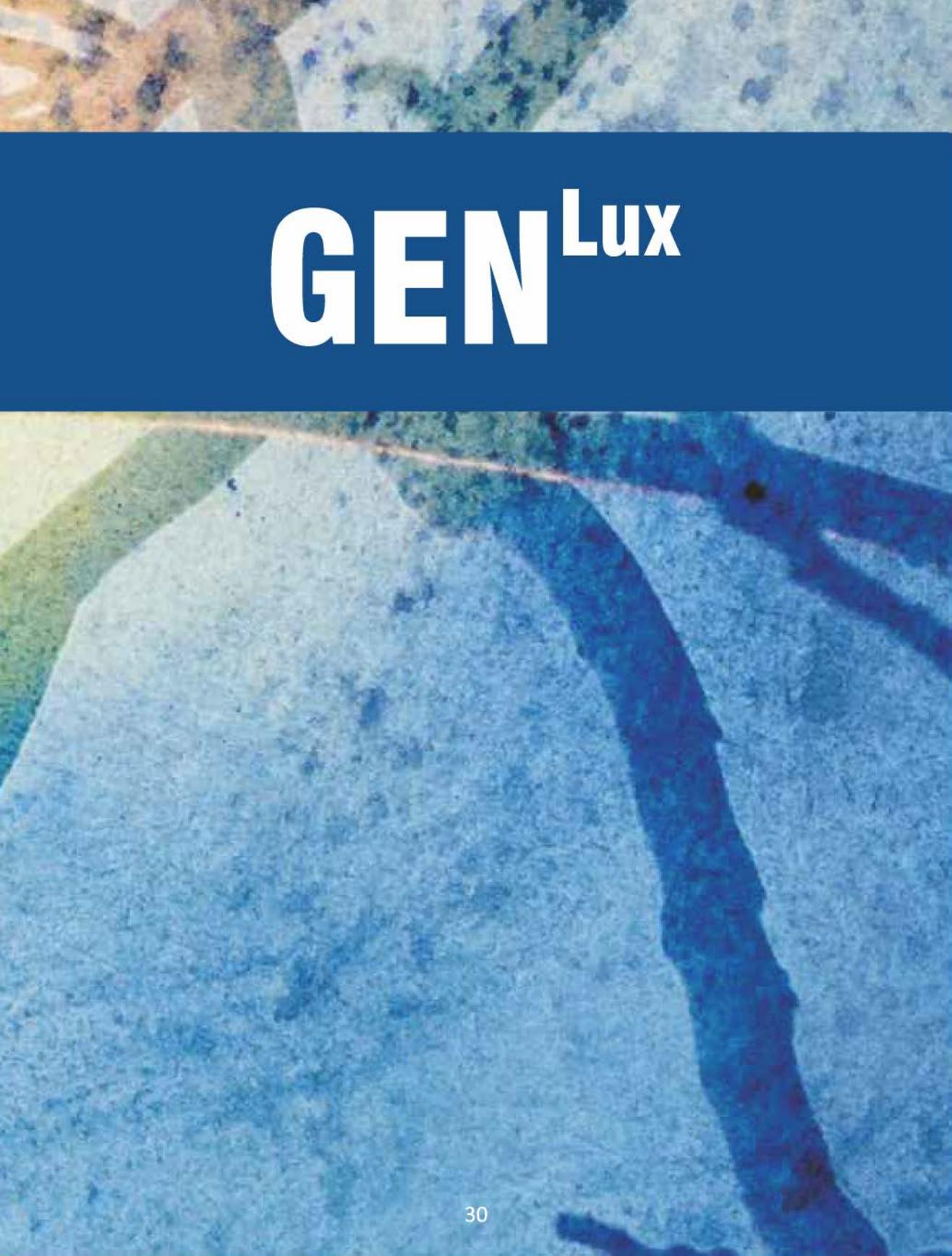


As a family, we love to travel. We all pile in the car and head out to the local pool or as far as a day's drive to other favorite destinations. The games on the kids' tablets can be fun, but we love to play eye-spy games with everyone.

For longer trips we make sure we pack smart. Some of the equipment and luggage goes on the roof of our vehicle. We often travel with other friends and families to the same spot. Having the car packed with lunches helps to keep everyone moving.

Family time is important and so is the environment to live and play.
 "I am conscious of the kids' input and comments when it comes to decorating areas of the house or picking out a new car color," says Susan.



An aerial photograph of a landscape, possibly a wetland or coastal area, with various shades of blue, green, and brown. A dark blue horizontal band is overlaid on the top portion of the image, containing the text 'GEN Lux' in white. The text 'GEN' is in a large, bold, sans-serif font, and 'Lux' is in a smaller, regular, sans-serif font with a superscript 'L'.

GEN^{Lux}

Axalta's
"Gen Lux" generation
are folks considered "Best Agers."

They are typically over 55, settled,
secure and balanced in life. They look back on
successful careers, and retirement isn't far off.

They belong to the well-funded and quality
conscious consumerists. "Luxury" is understood in two
ways: Time and money! You'll find them relaxing in
time-consuming hobbies like golf, traveling and
gardening, and you can count on them carrying on
family traditions around the holidays. Often times with
grandkids in tow, their cars are at the same time
practical and luxurious ... think of a garage that
houses a traditional van and an exclusive
convertible.

No doubt, Gen Lux has it together.



Krystie and Richard Noble love their New Yorker flat. It's spacious enough for their antique collection and gives them ample opportunity to visit the music hall.



Looking Good while

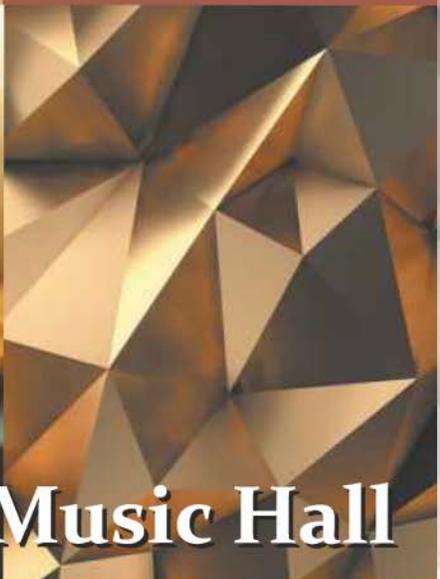
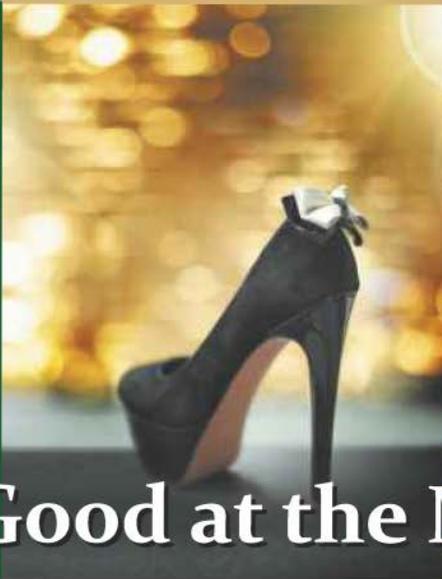




Annie, a noted fashion expert, has the perfect prescription. “For Krystie, we knew that quality was as important as the design,” said Annie from her headquarters in the Pudong District.

“We developed a traditional collection with modern updates. Exclusive browns with breathtaking sparkle and an elegant jade green are two that stand out.”

“I constantly am looking for the right outfit for the benefits we attend,” explained Krystie over tea.



Sounding Good at the Music Hall



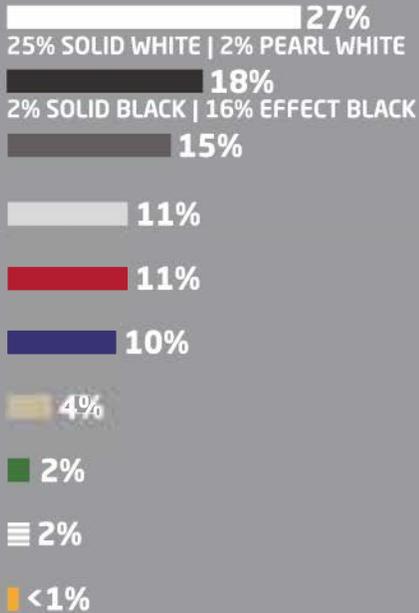
Once in a while Krystie likes to tease her husband that he would like to own more cars than she has dresses in her closet.



Small / Compact Color Popularity

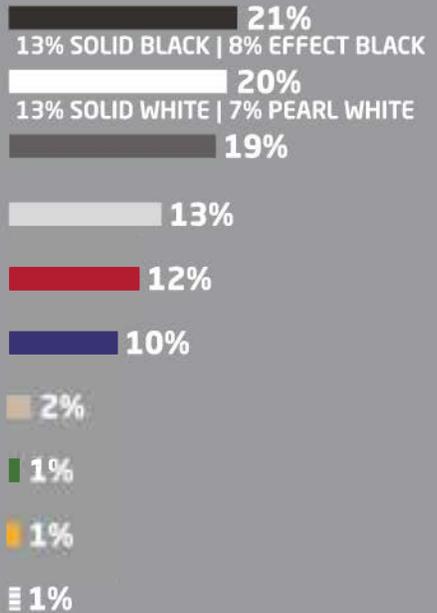
Having that small sports car has been a long time dream for Richard and Krystie. Now that they have time to take long drives on the weekend they chose to have a sporty green that reminds them of a car they had when they were first dating.

Europe



COMPACT/SPORT

North America



COMPACT/SPORT

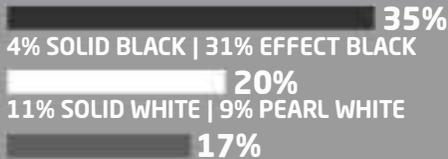


KRYSTIE &
RICHARD'S
COLOR
COLLECTION:

Luxury / Luxury SUV Vehicle Color Popularity

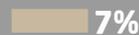
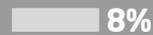
Black has been a long time favorite color in the luxury segment but color is starting to take hold as smaller cars are being introduced in to the segment. Finding rich warm colors that go with custom interiors is desired by Richard. Krystie prefers to keep her clean white tricoat with a light interior.

Europe



LUXURY/LUXURY

North America



LUXURY/LUXURY SUV



Michael and Dotty Cookiecutter, 67 and 71, have seen many changes in their 40+ years of marriage. But the good things, the important things, are still the same. They have enjoyed successful careers here in Kansas - him in advertising, her as a school teacher.

Together, always, they enjoy long walks, organic gardening and power shopping for deals. Their home is busier now as grandson Linus spends a lot of time with “pa” and “g-ma.”

Backyard Paradise



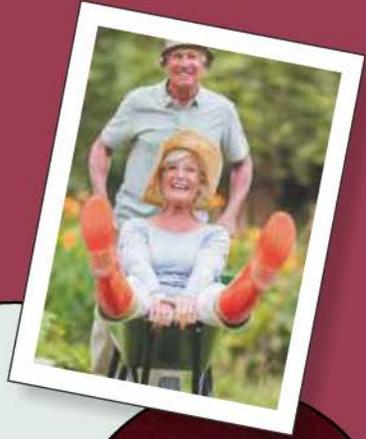
Treasure Hunters

“We started out with a van when our kids were young, and now enjoy traveling with our grandchild to pick up outdoor equipment and treasures we find antiquing.” The hunt for the perfect find is their favorite part.

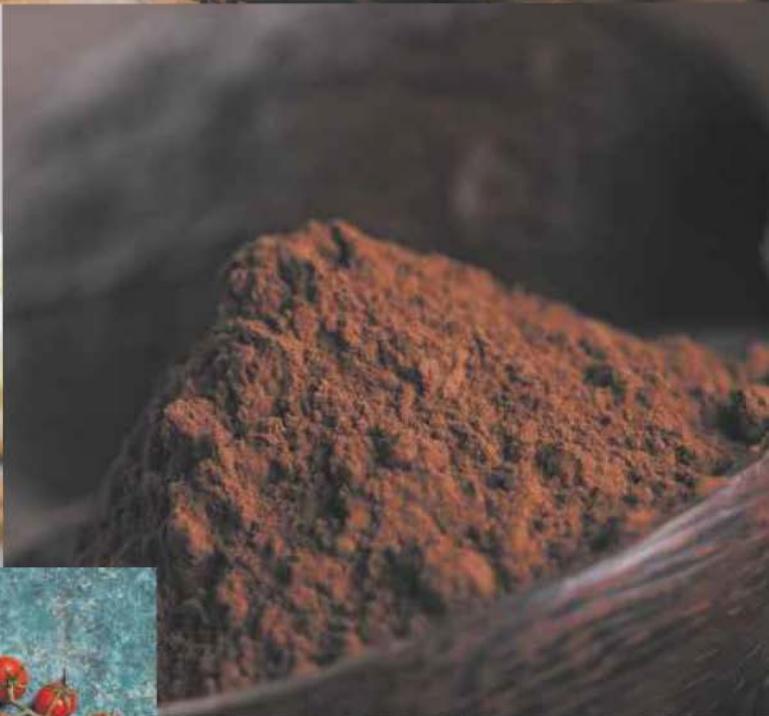
“I love to see the perfect herb garden growing in an antique garden pot.” Toy trains and planes are a favorite of Linus. These may need a bit of work but are some of the best toys in his collection. Dotty prefers finding some classic jewelry. If there are some white pearls that can be found, she is the first to spot it on the shelves.



MICHAEL & DOTTY'S COLOR COLLECTION:



Putting a shine on some of the treasures that they find at the markets adds a modern flair. Dotty loves to add high sparkle finishes to the metal antique signs she finds. The classic colors with modern flake effects add charm and interest to their home.



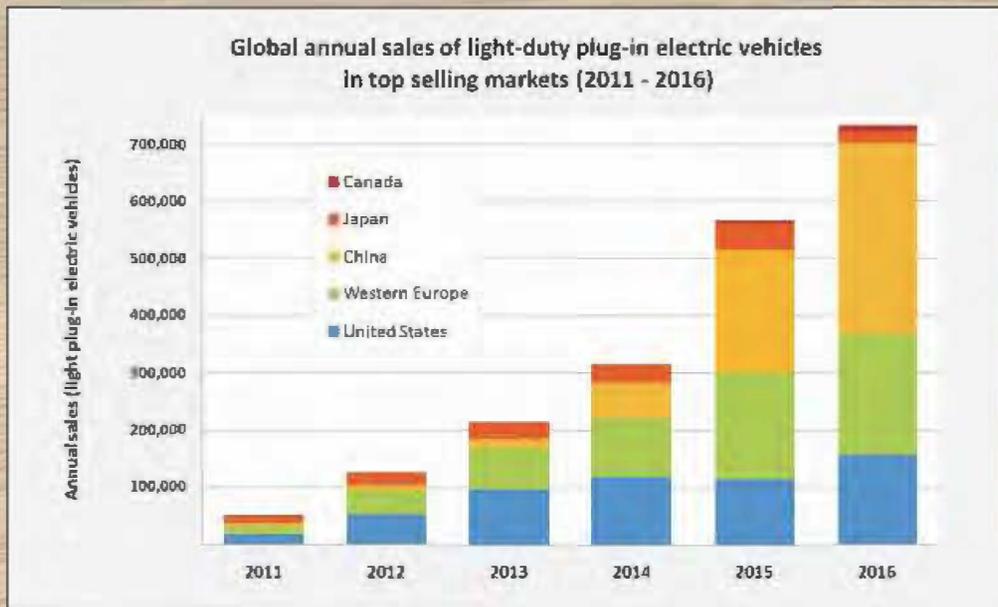
Local Professor Says Farm-to-Table Vegan Restaurant as Good as Home



Beside spending his time with his cat “Cooper” and his several books at home, Faber College Professor Harold Onestone enjoys his weekly trips to the market. Here, he gathers ingredients for his favorite vegan meals. Harry, as his friends call him, is known to pack his bourbon-brown Electro Car with some of the town's most

high-end kale, pasta and herbs. He recently discovered the Veg-A-Max, a new restaurant in town whose owner loves to talk politics. “I was wary at first,” said Harry. “I worried the food couldn't live up to what I do at home. But it's a great place to go with friends, and the food cannot be beat. Who knew?”

Does this spark your interest?



Wikipedia, Mariordo (Mario Ruberto Durán Ortiz)

Exterior color collections for electro cars are recharged!

Harry, an individualist, thinks often outside the box. His ideas for how his e-car should look are different, from what we saw in the last years. Yes, it is important, that e-cars look more eco-friendly than normal cars. But should they be boring? "No," says Harry. They can look very sophisticated and exciting. Why should they be always white or light? If they obtain a fine structure darker colors can look eco-friendly. He thinks of setting a new trend with his refined and customized color collection.



HARRY'S COLOR COLLECTION:



AXALTA'S AUTOMOTIVE COLOR OF THE YEAR 2017



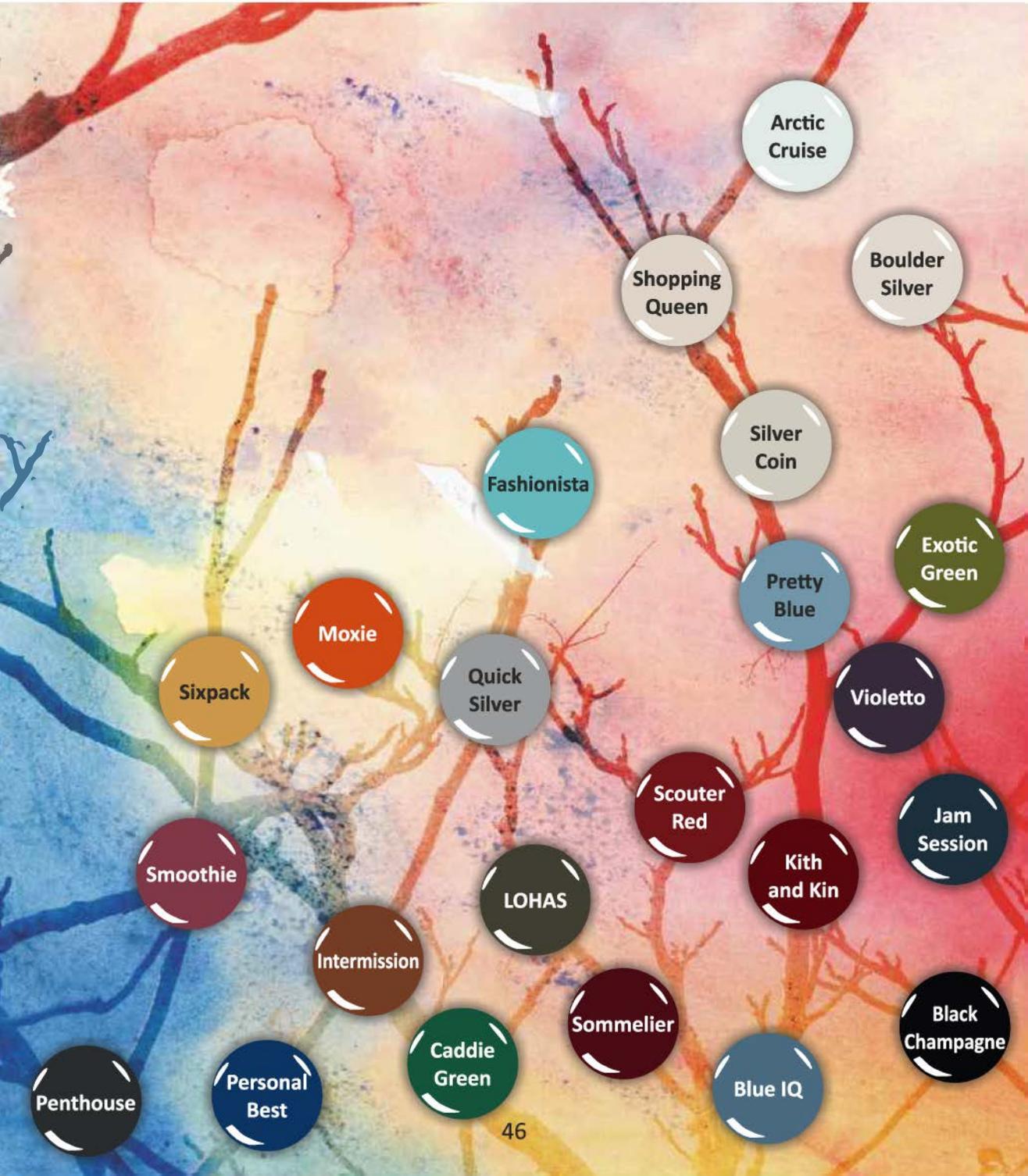
Gallant Gray

Simply brilliant.

Gallant Gray is a luxurious color enhanced with blue and silver flakes that provide a unique sparkle effect and dark undertones for a rich finish. It is a color that exemplifies modernity and sophistication, and, as a dramatic hue, Gallant Gray fits the highly regarded neutral color family.



Trend Colors of



Arctic
Cruise

Shopping
Queen

Boulder
Silver

Fashionista

Silver
Coin

Exotic
Green

Pretty
Blue

Moxie

Quick
Silver

Violetto

Sixpack

Scouter
Red

Jam
Session

Smoothie

LOHAS

Kith
and Kin

Intermission

Sommelier

Black
Champagne

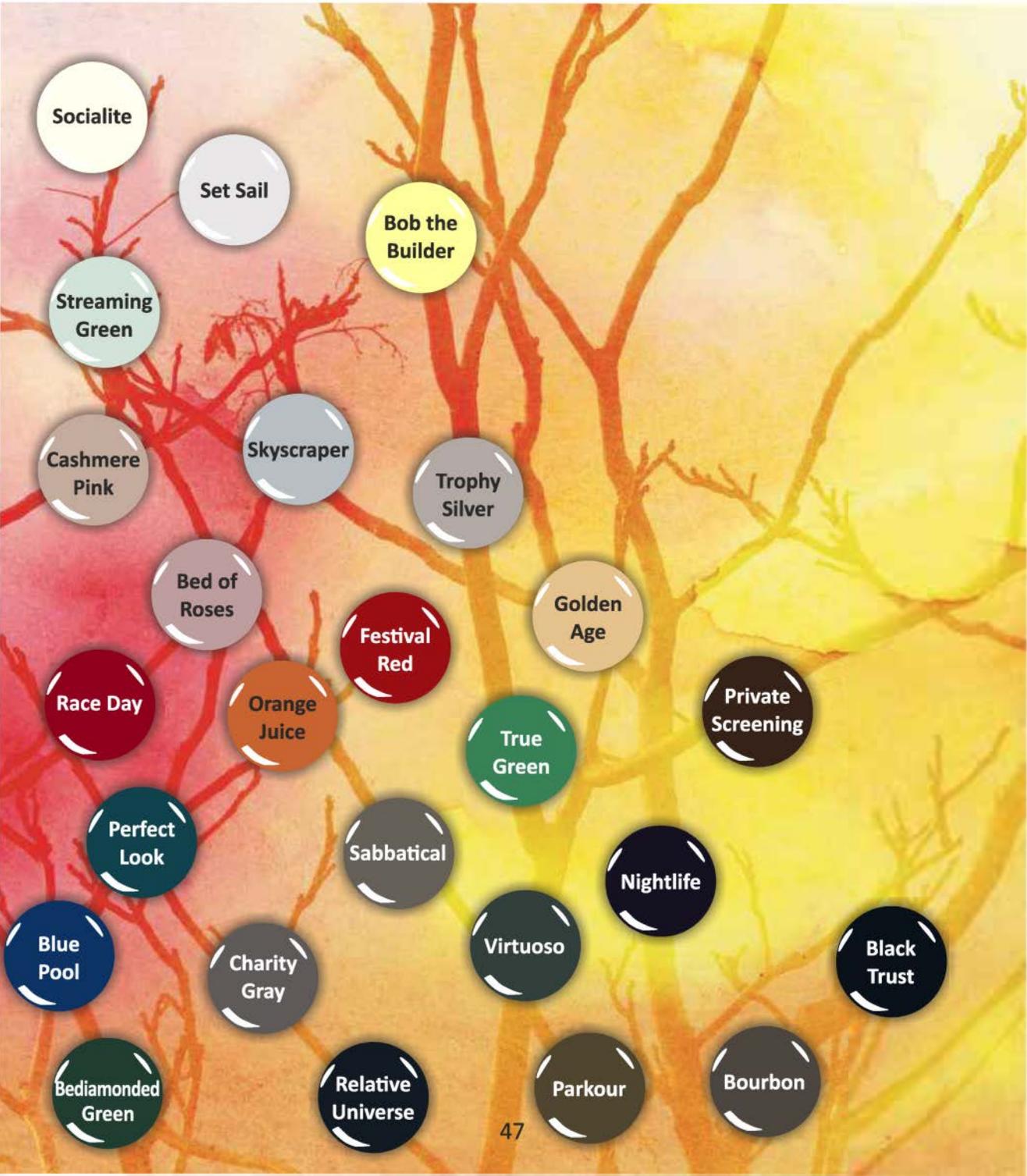
Caddie
Green

Blue IQ

Penthouse

Personal
Best

COLOR_gen



Copyright:

miracle tree branches of a tree on a colorful background
Coffee table
Stripe design
Writing pad
Flower spray
Woman with turquoise hands
Woman on touchscreen
Different colored chairs
model aircraft
Statistic

Fotolia:

Happy young family ready for a car trip
Travel on the road
Deutschland Karte Bundesländer Landeshauptstädte Hauptstadt
Kid and father playing outdoors
Pies de familia
table football game, abstract light
Woman and a washing machine.
Detailfoto eines aktiven Mensch Ärger dich nicht Spieles
Stylish couple walking in a cobbled car-free street, shopped
family is opening their stylish red door to welcome the guest
Smiling parents having fun in bed with their two children.
two dogs and owner
Plush balls in the box. Minimalism art
Roommates online with smart phones upside down
Red Living Room
Shopping sale
Miniature car carrying red heart cushion
group of happy sporty friends showing thumbs up
Modernes Wohnhaus
Couple traveling by car
Bauen und Renovieren
Apprentices for car mechanic and office
Schraubenschlüssel phasenprüfer
Bauarbeiter
Gelbe Küchenzeile in kleiner Küche
Pfingstrose 02
Large black tomato halves on a vintage wooden background, select
Happy senior couple playing with a wheelbarrow

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© Karin & Uwe Annas
© Aycatcher
© DDRockstar
© Robert Kneschke
© Robby Boehme
© 5ph
© WavebreakMediaMicro

Happy senior couple playing with a wheelbarrow	© WavebreakMediaMicro
Watering flowers with a watering can	© noobiel
Garten Teich Seerosen	© sonne_fleckl
Man parkour in urban space.	© Vagengeym
Frau verlässt das Haus	© Adam Gregor
Positive elderly and young women working out hard	© JackF
Crinale	© elebuce
Huangshan stars	© aaron_huang86
Evening colored view of Mount Everest from Kala Patthar	© Daniel Prudek
Skateboard Extreme Sport Skater Activity Concept	© Rawpixel.com
Graffiti Street Art Culture Spray Abstract Concept	© ajr_images
Ilya on the roof	© valeriyg
Junge Frau fährt auf einem Longboard vor einer Dschungel Szene	© Niko Endres
Skateboarding in Venice Beach	© samanthawarren
Parkour Gap	© Jacob Lund
Business people practicing yoga	© alotofpeople
businessman checking his smartphone and his tablet	© nito
Asian business team in front of city skyline	© Kzenon
Luxurious black high heels	© gudrun
galleria vittorio emanuele milano	© Andrea Izzotti
Bathtub surrounded by fireplace and candles	© XtravaganT
Modern black metallic sedan car in spotlight. Generic desing, brandless.	© Photocreo Bednarek
Gold Abstract 3D-Render Background	© ZAZEN
gelber supersportwagen auf landstraße	© apfelweite
Bottles of wine	© lightpoet
großer begehbarer kleiderschrank	© 2mmedia
Best Ager (Gudrun Grasberger)	© Hetizia
Six runners in building	© UBER IMAGES
Smoothie with spinach and fruits	© PhotoSG
Black and yellow living room	© archideaphoto
modern industrial loft. 3d rendering	© 2mmedia
Plastikflasche	© anoli
Hantelbank in einem Fitnesscenter	© Amir Kaljivic
Cooler Mann in der Straße	© Peter Atkins
Chocolate bar, candy sweet, cacao beans and powder on wooden bac	© Sebastian Duda
Salad with arugula	© petrrogoskov
cat looking at the table with food	© nic_ol
Kräuter Trio	© bmf-foto.de
Button E-Auto Halftone	© Style-Photography
seamless panorama of restaurant bar interior made by tilt shift lens	© arizanko
kreativer mann mit tablet	© contrastwerkstatt



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Wuppertal, 2017

