



Global Automotive 2018 Color Popularity Report



AXALTA COATING SYSTEMS

Global Automotive 2018 Color Popularity Report

Is Eight Enough?

White is the world's most popular color for the eighth consecutive year... but silver and gray are gaining.



For the 66th year, Axalta proudly presents its Global Automotive Color Popularity Report. The most comprehensive account of its kind, Axalta's proprietary data gives an in-depth look at automotive color popularity by geography and vehicle type.

On an amazing streak, white is the world's most popular color for passenger vehicles for the eighth consecutive year. At a remarkable 38%, white globally is down one percentage point over 2017 levels. Even with a year-over-year decline of 1%, white is the decade's most popular color by far.

Up two percentage points, black retains the second-place position at 18%. Both silver and gray increased by a point and tied for third position for the second year in a row.

From a regional perspective, black and gray saw significant increases in notable areas. Black jumped in China (+5%), Asia (+3%), South Korea and Africa (both +2%). Gray gained ground in Africa (+3%) and Europe (+2%).

North America saw a 2% increase in white, as well as the emerging brown/beige sector, as customers reintroduce color through neutral shades. The compact/sport class saw a percentage increase for brown/beige, as did the intermediate/crossover utility vehicle.

Green, the most popular color in North America as recently as 1997, barely registers in any region. Orange, although also in low usage, is showing small increases in Europe, Africa, Japan and India.

At Axalta, we believe a vehicle's color is what you fall in love with first. In fact, research shows nearly one-third of buyers will switch brands if the color they want is not available. But Axalta's products do much more than just deliver a beautiful finish.

Axalta's **AquaEC™** electrocoats are high-performance products that are formulated to provide reliable mechanical strength and superior corrosion protection. **HyperDur™** primers deliver 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™** clear coats offer the ultimate in finish protection, gloss and appearance.

Your Passion. Our Coatings.

WORLD

38%

30% SOLID WHITE
8% PEARL WHITE

18%

3% SOLID BLACK
15% EFFECT BLACK

12%

12%

7%

5%

5%

2%

<1%

1%

Color Preferences at a Glance

World Colors

- **Black** is up in most regions, most notably in China (5% increase).
- **White** holds steady, but **black**, **silver** and **gray** close the gap.
- The increase in **black**, **silver** and **gray** indicates a decrease in the use of color; **red**, **green** and **yellow/gold** are down.
- **Blue** and **brown/beige** are unaffected by the gain in neutrals.

Asia

- **White** drops four points to just under the 50% threshold at 48%.
- Increases in **black** (3%), **blue** (1%) and **silver** (1%).
- Even with a 1% drop, Asia is tied with India and China as the most popular region for **yellow/gold** vehicles.

China

- China remains the leader in **white** vehicles at an astounding 58%, with the vast majority being **solid white**.
- Warmer hues are popular here as well, with **brown/beige** earning a 7% share and **yellow/gold** 3%.
- No region saw a bigger increase for **black** (+5%).

India

- By far, India has the largest percentage of **silver** at 31%, nearly 10% higher than any other region.
- **Black**, **gray** and **white** hold steady, but **silver** experienced a 1% increase.
- **Silver** trails **white** for first place by a mere 1%.

Japan

- Neutrals are at 74% (**white** 35%, **black** 22%, **silver** 12% and **gray** 5%).
- **White** remains unchanged and most popular, but **solid white** increased as **pearl white** decreased.
- Similarly, **black** is unchanged year over year; but **metallic black** increased, while **solid black** decreased.
- **Blue** (+1%) is most used on sport vehicles, compact cars and small sedans, and **blue** is thought of as an ecological color used to promote brand image and good fuel economy.

South Korea

- **White** shows no change year over year at 32%, but did show a decline in **solid white**, with an increase in **pearl white** versions.
- **Black** is up 2%, with both solid and metallic versions contributing to the increase.

Europe

- Europe is experiencing an upward trend of **gray**, with a 2% increase. **Gray** takes second place in this region for the first time in history.
- Holding steady at 25%, **white** defended its first-place position in Europe. The region saw a 3% increase in the popular Luxury/Luxury SUV segment.
- **Blue** is Europe's most colorful hue, and this is the only region in which this chromatic color enjoys a double-digit share (10%).
- With 21%, **black** falls to third place while remaining the top choice in the luxury/luxury SUV segment at 33%.

North America

- Although **white** increased by 2%, color is returning to the region in warm shades.
- **Pearl white** jumped by three points in the compact/sport segment.
- **Brown/beige** experienced a 2% year-over-year increase... the biggest gain for any region.
- "Other" shades of **orange** and **purple** gained strength in the small car and truck markets.

Russia

- **White**, **gray** and **blue** increased 1% in popularity; **silver**, **brown/beige** and **green** dropped one point.
- Russia is the most popular region for **brown/beige** at 9%, followed by China at 7%.
- The demand for **red** remains muted at only 3%.

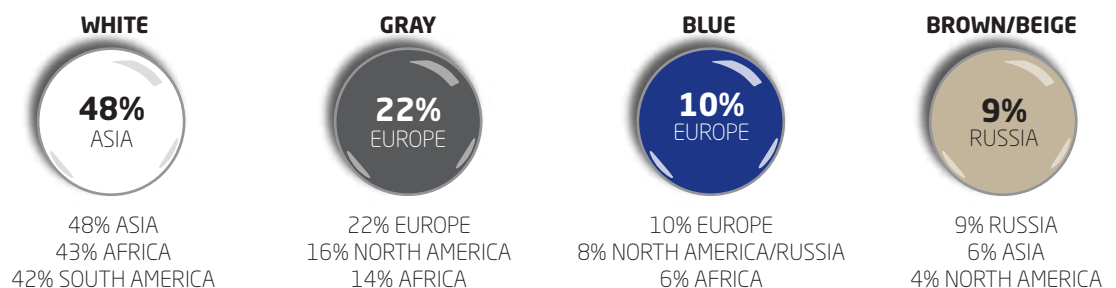
South America

- **White** saw a shift from solids to more pearlescent hues and increased overall to 42%.
- **Red** decreased one point to 8%, making this region second only to North America (9%).

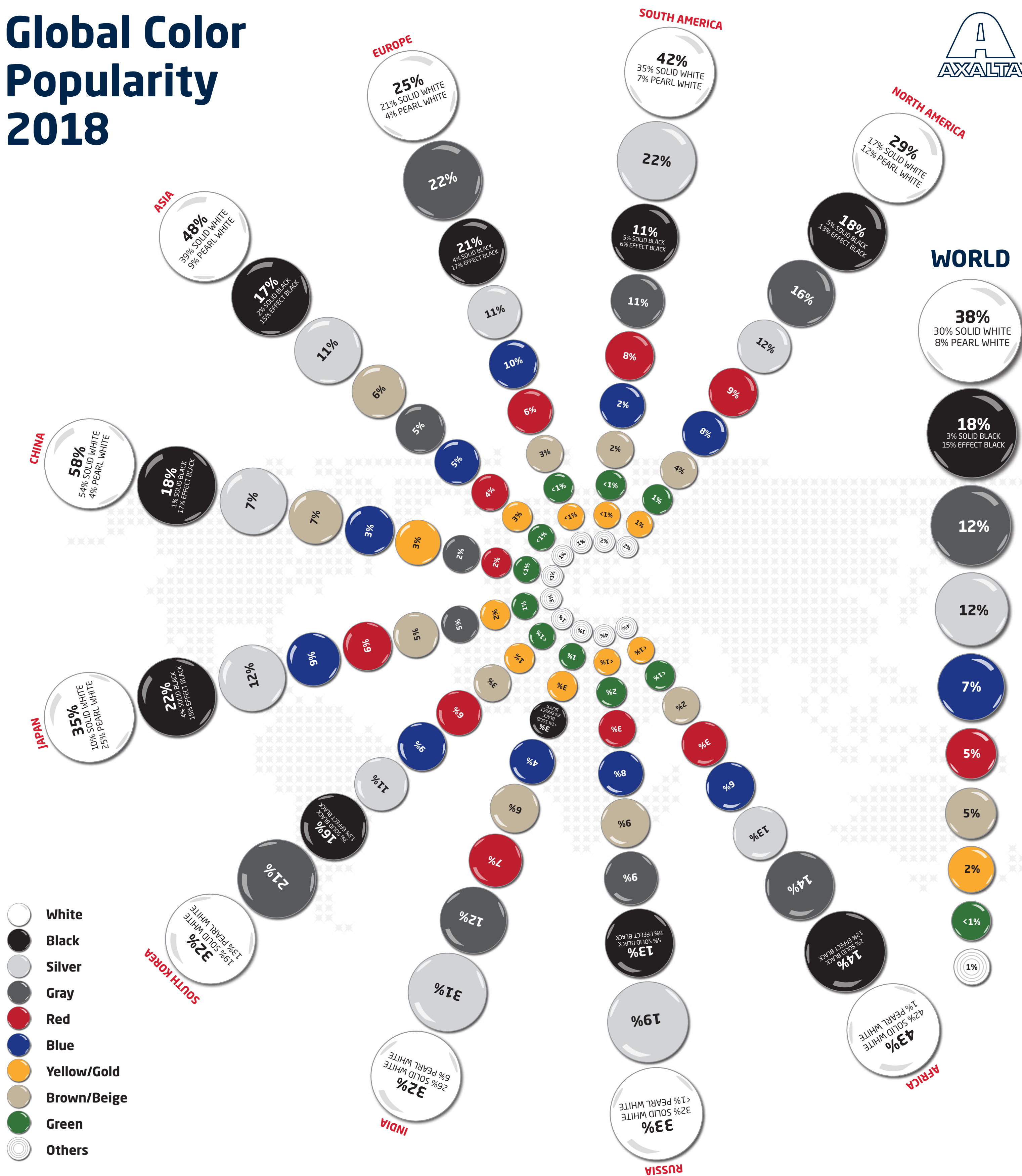
Africa

- Dark shades are increasing here with **black** up 2% and **gray** up 3%, while **white** took a surprising dive of 6% from 2017 levels.
- **Orange** shows an increase from last year, while 4% of vehicles falls into the "others" category.

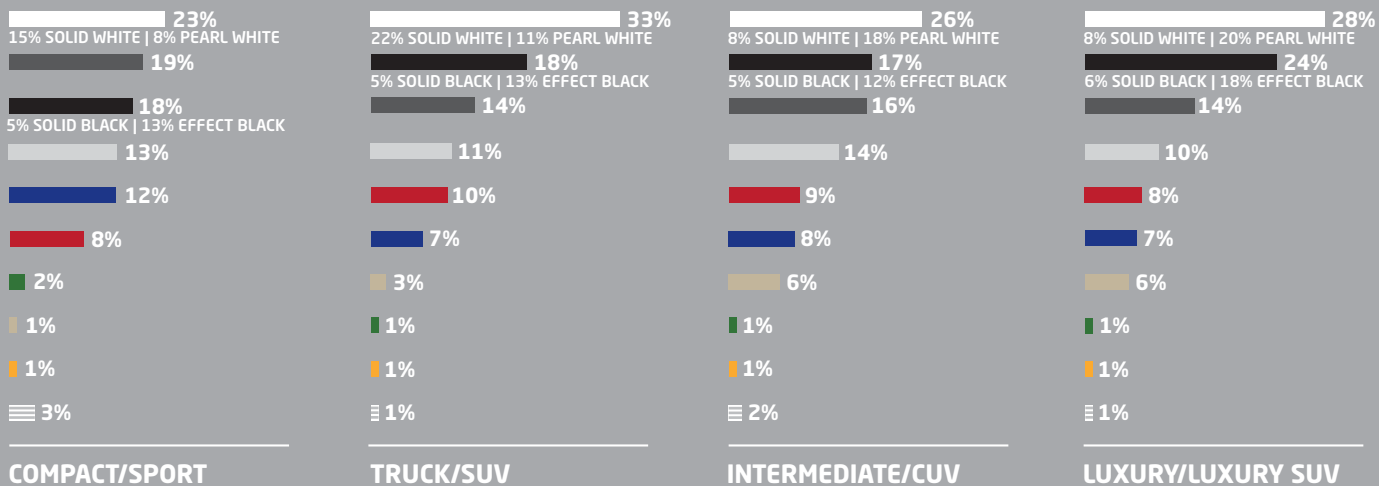
COLOR POPULARITY BY REGION



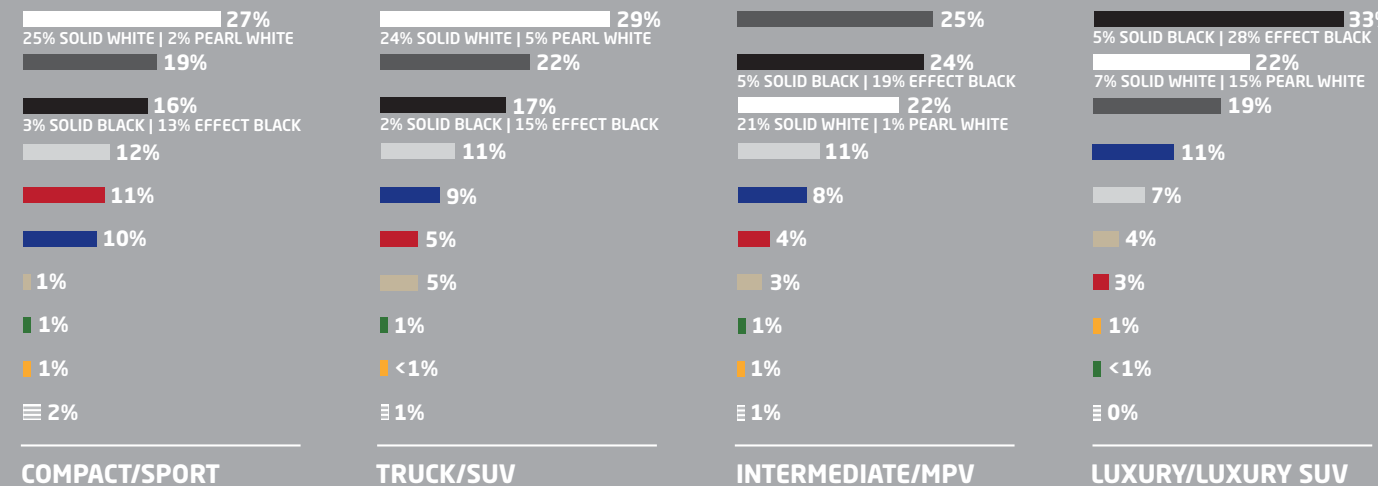
Global Color Popularity 2018



North America



Europe



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