

Powered by

The word 'COLOR' is rendered in a large, white, sans-serif font. The letter 'O' is replaced by a vibrant green, glowing circular shape with a blue-to-green gradient, giving it a 3D, neon-like appearance. A horizontal blue light streak is positioned above the text, centered under the 'O'.

Insights of Automotive Color Trends

Powered by

COLOR

Welcome

Trend Themes

Trend Insights

Trend Collections

New OEM Effects

Color Popularity

Color Technology

Powered by

COLOR

A light teal background with abstract, flowing white and light blue lines that create a sense of movement and light.

Light Life!

Enlighten your Imagination

A vibrant orange background with abstract, flowing lines in shades of purple, blue, and yellow, suggesting energy and creativity.

Bright Idea!

Activated by Chroma

A dark blue background with abstract, flowing lines in shades of red, white, and light blue, conveying a sense of depth and desire.

Deep Desire!

Darkness Energized

A grey background with horizontal, multi-colored streaks in shades of blue, red, and green, representing motion and a solid statement.

Solid Statement!

Simply Set in Motion



LIGHT LIFE!

Enlighten your Imagination

Powered by

COLOR

LIGHT LIFE!

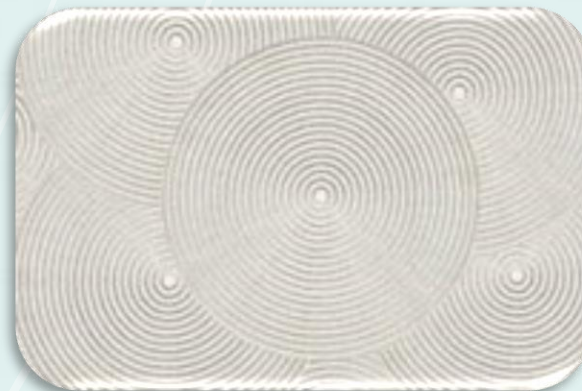
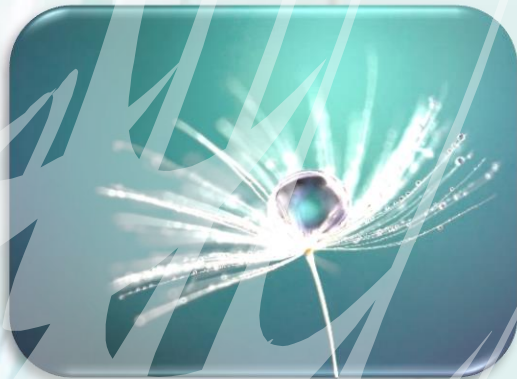
Enlighten your Imagination



Simulations
of Perfection



Balance



Admiration for Nature



Artificial Nature



Enlighten your Imagination



Nature appears here in a new artistic form for the perfect view.

“Natural beauty is accelerated with my filtered reality.”

Artificial Nature



Enlighten your Imagination



Natural Identity: A creamy tricoat inspired by interior designs.

Artificial Nature



Enlighten your Imagination



Serene Meadow: A modern tinted silver with minimal sparkle.

Artificial Nature



Enlighten your Imagination

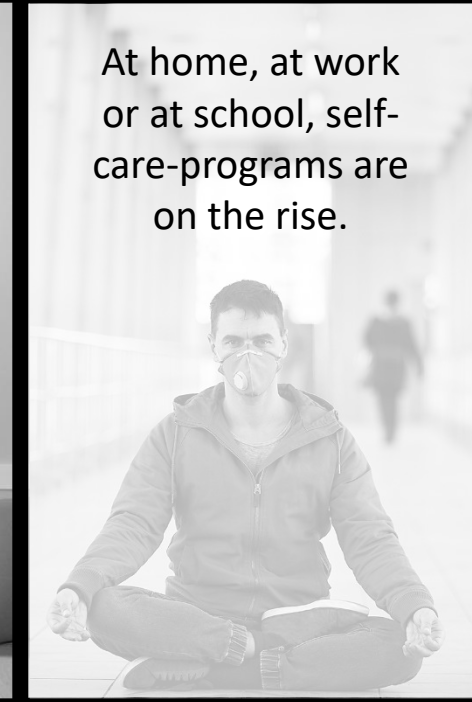


Rosy Affection: high travel silver with violet hues.

Emotional Retreat



Enlighten your Imagination



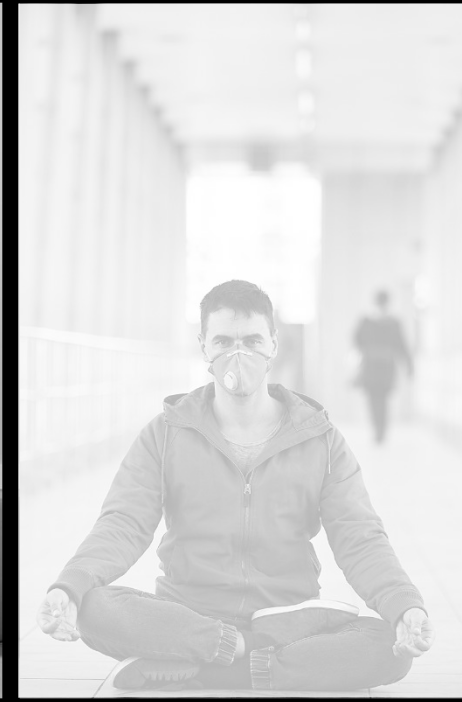
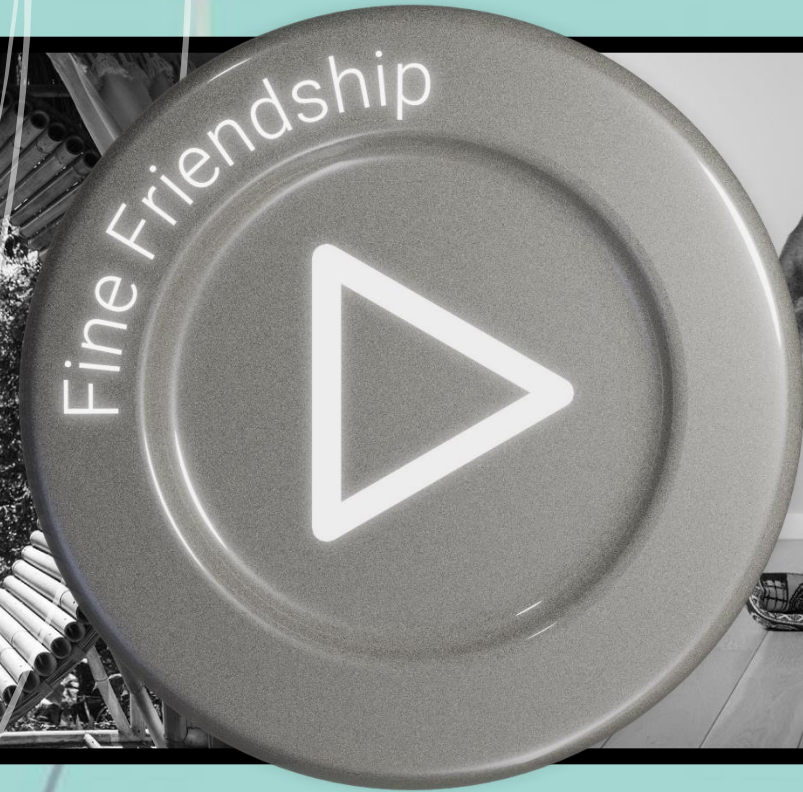
At home, at work
or at school, self-
care-programs are
on the rise.

“Bright spaces and tranquil hot-spots give me
positive energy!”

Emotional Retreat



Enlighten your Imagination

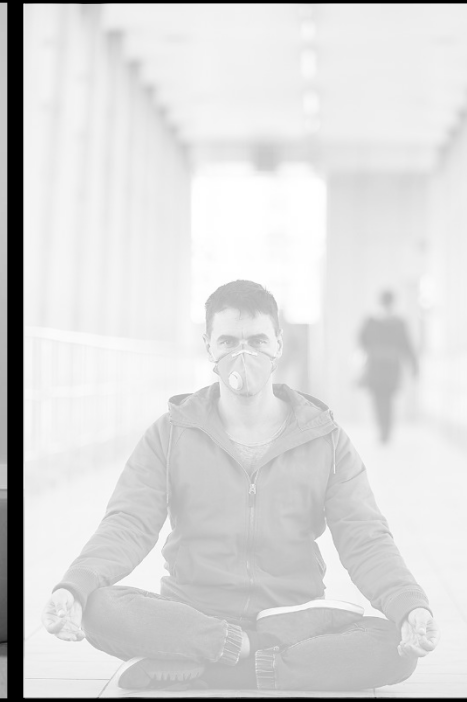


Fine Friendship: a focus on finer metallics.

Emotional Retreat



Enlighten your Imagination

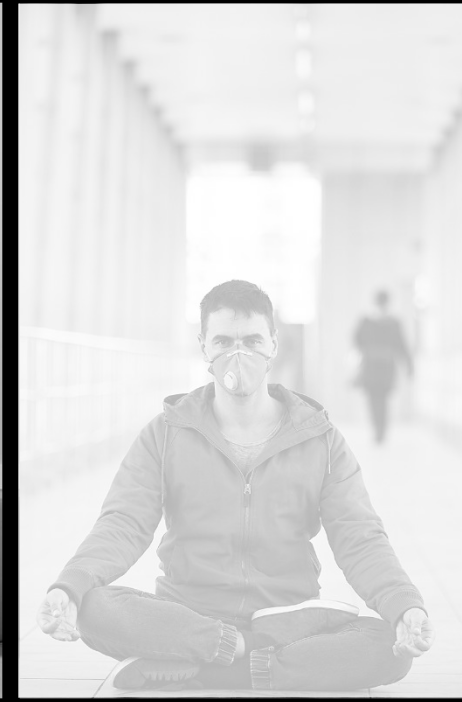
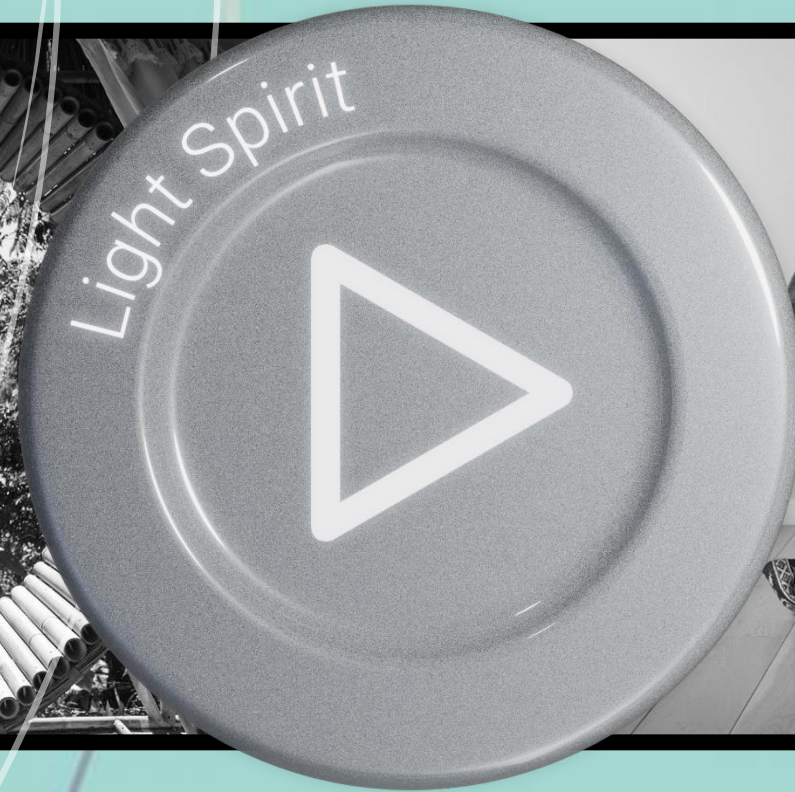


Opal Optimism: An opaque gray-silver with opal-like affect.

Emotional Retreat

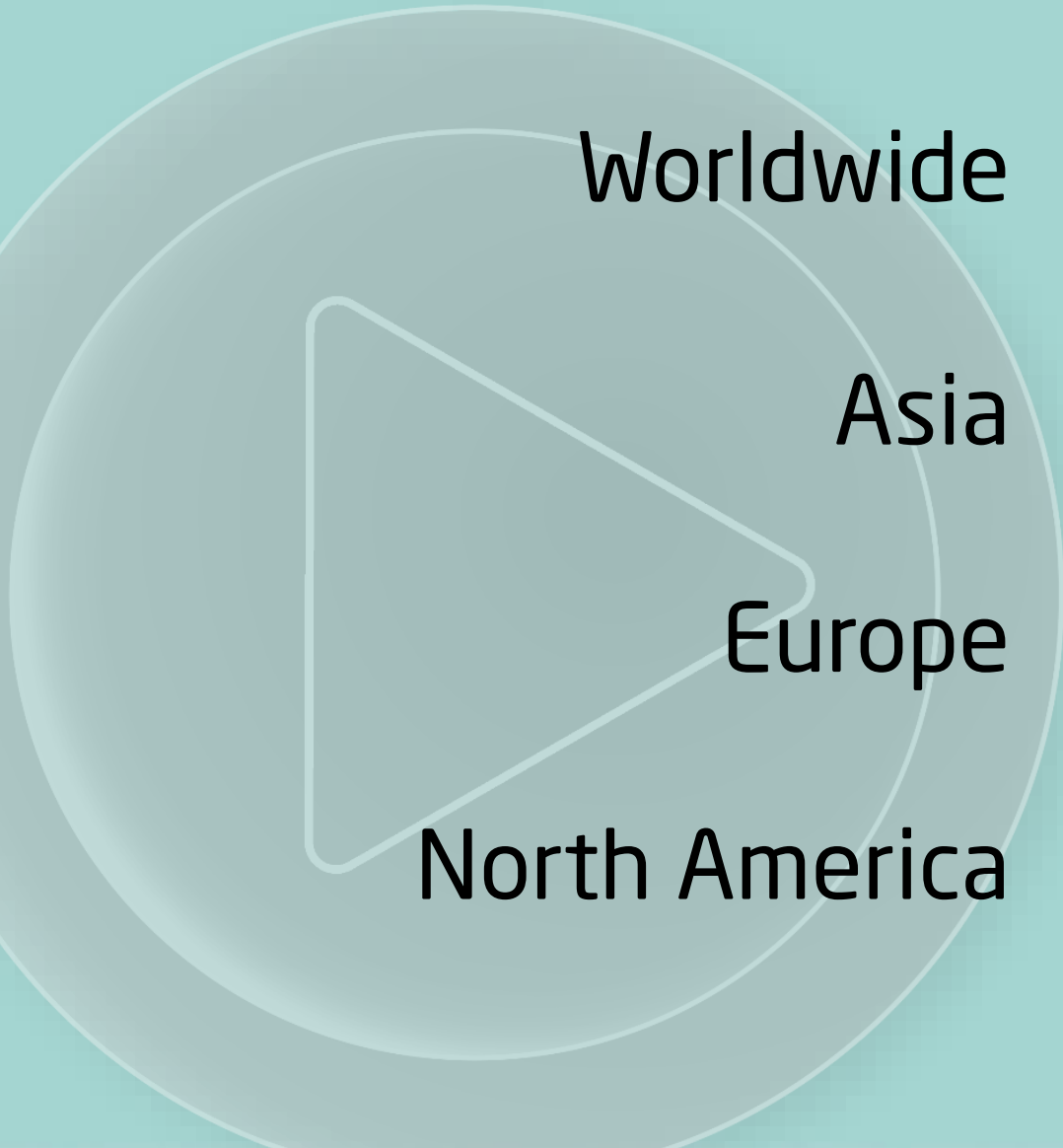


Enlighten your Imagination

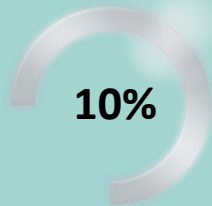
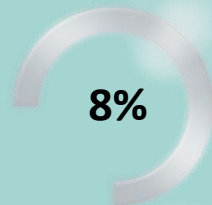
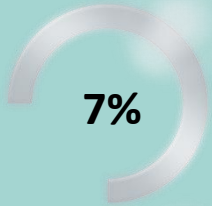
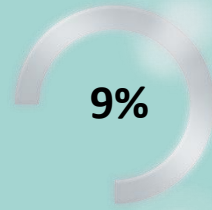


Light Spirit: a high travel neutral silver.

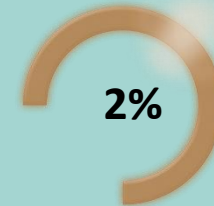
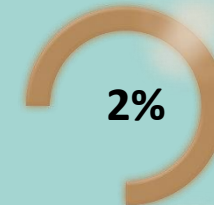
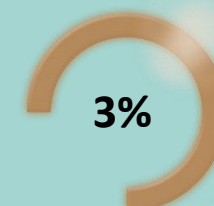
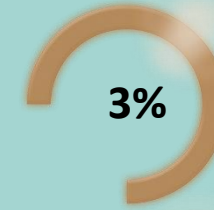
2021 GLOBAL AUTOMOTIVE COLOR POPULARITY REPORT



SILVER



BEIGE/BROWN





LIGHT LIFE!

Enlighten your Imagination



DEEP DESIRE!

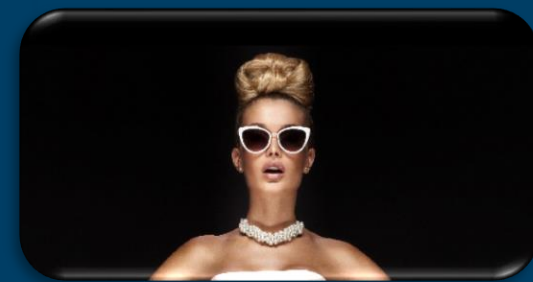
Darkness Energized

Powered by

COLOR

DEEP DESIRE!

Darkness Energized



Luxury Simplified



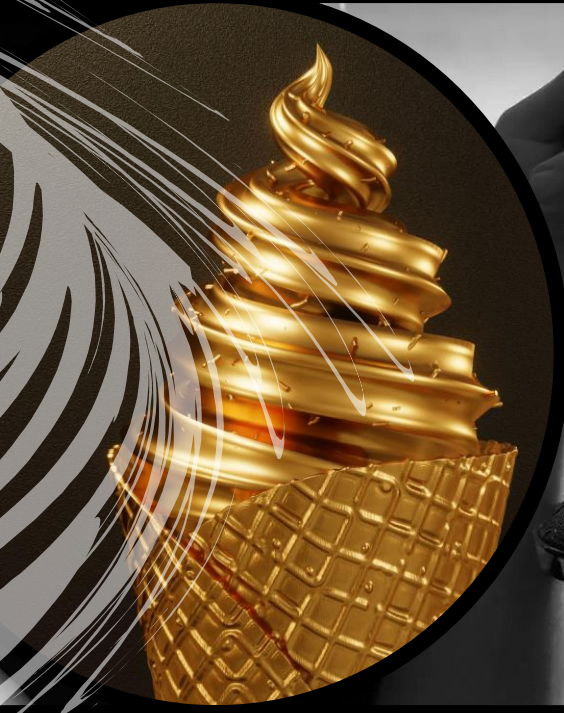
Stable Ground



Action

Luxification

Darkness Energized



“Simple splurges are a luxury I can’t afford to miss”

Luxification

Darkness Energized



Haunting Hope: A glamorous gold inspired by interior wall papers and fixtures.

Luxification

Darkness Energized

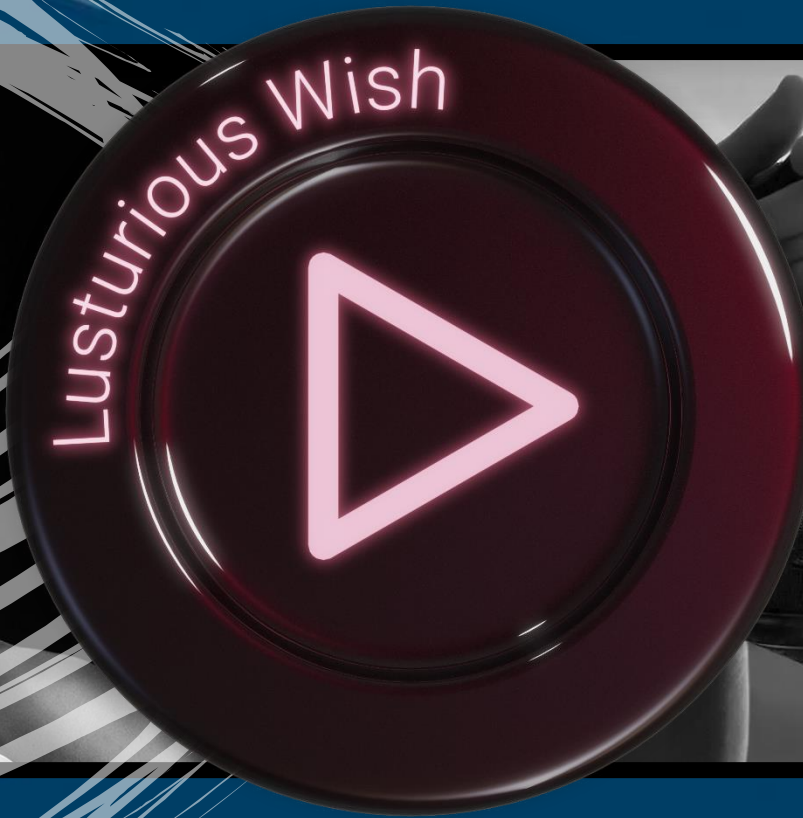


Dark Dream: Key fashion color with rich hue and depth.

Luxification



Darkness Energized



Lusturious Wish: Dark cherry tintcoat trending in automotive markets.

Certain Uncertainty



Darkness Energized



4.8 million electric cars registered worldwide in 2021. Compared to the previous year, the volume more than doubled.

“I am committed to make a positive difference for the generations ahead.”

Certain Uncertainty

Darkness Energized



Intense Enthusiasm: Jet black with sustainable material selection.

Certain Uncertainty



Darkness Energized

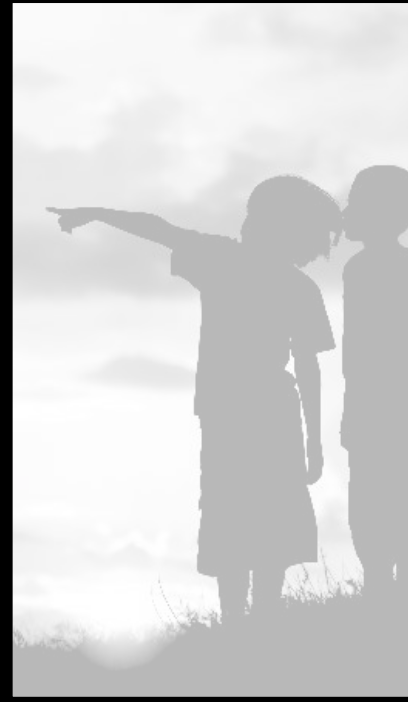
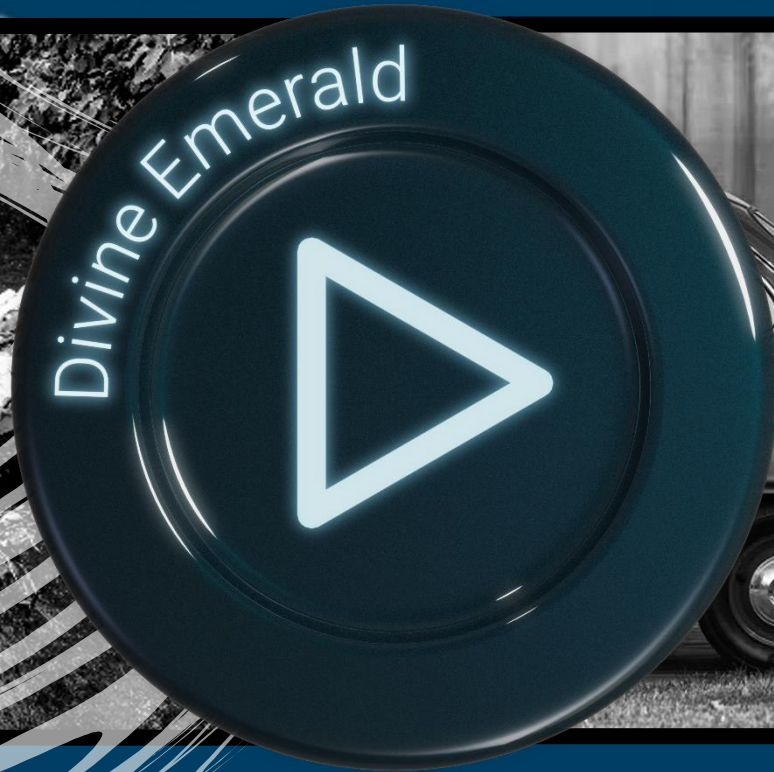


Strong Ambition: Warm gray with natural tones of green and gold sparkle.

Certain Uncertainty

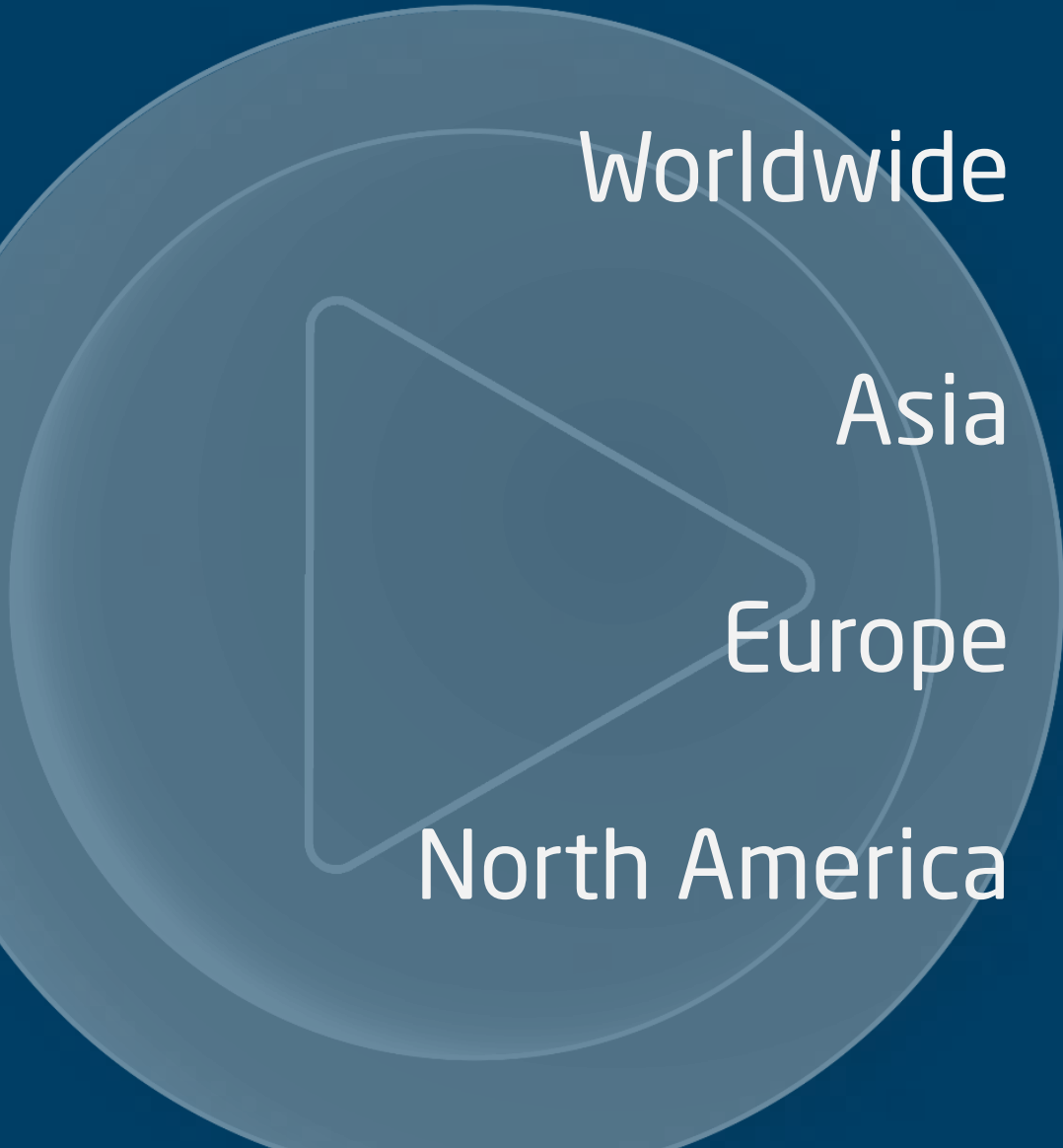


Darkness Energized

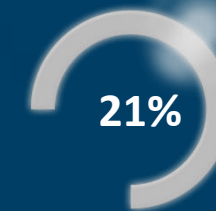
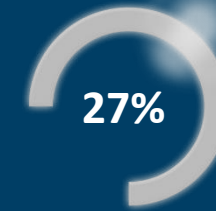


Divine Emerald: Fashion inspired turquoise hue and glamorous glass flake effect.

2021 GLOBAL AUTOMOTIVE COLOR POPULARITY REPORT



GRAY



BLUE





DEEP DESIRE!

Darkness Energized



Global Automotive Color of the Year 2022

ROYAL MAGENTA



Luxury Defined

The luxurious color brings a majestic dark finish engrained with merlot and garnet hues that convey elegance and style.

Majestic Design

The powerful design appears berry red in sunlight yet reveals a dark mysterious look in the midnight hours

Built for Mobility

Formulated for all vehicle types to enrich the mobility palette with alluring color and radar performance.



BRIGHT IDEA!

Activated by Chroma

Powered by

COLOR

BRIGHT IDEA!

Activated by Chroma



Positive Outlook



Changing reality



Generational trends



Metaverse

Activated by Chroma



17% of young people use VR goggles, 41% have an interest in use

“I envision my world to be bright”

Metaverse

Activated by Chroma

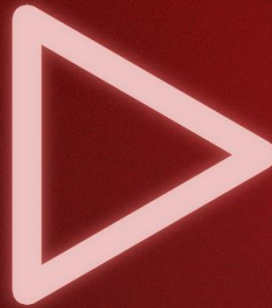


Electric Impulse: A gold with high flop index.

Metaverse

Activated by Chroma

Radiant Intellect



Radiant Intellect: A juicy red with orange highlights

Metaverse

Activated by Chroma



Shiny Speculation: a neon yellow-green.

Zest for Life



Activated by Chroma



The wish
for
positive
energy is
catching on.
1th of May
is world
laugh day.

"Happiness is this year's best look"

Zest for Life



Activated by Chroma



Strong Savvy: A green-shade blue

Zest for Life



Activated by Chroma

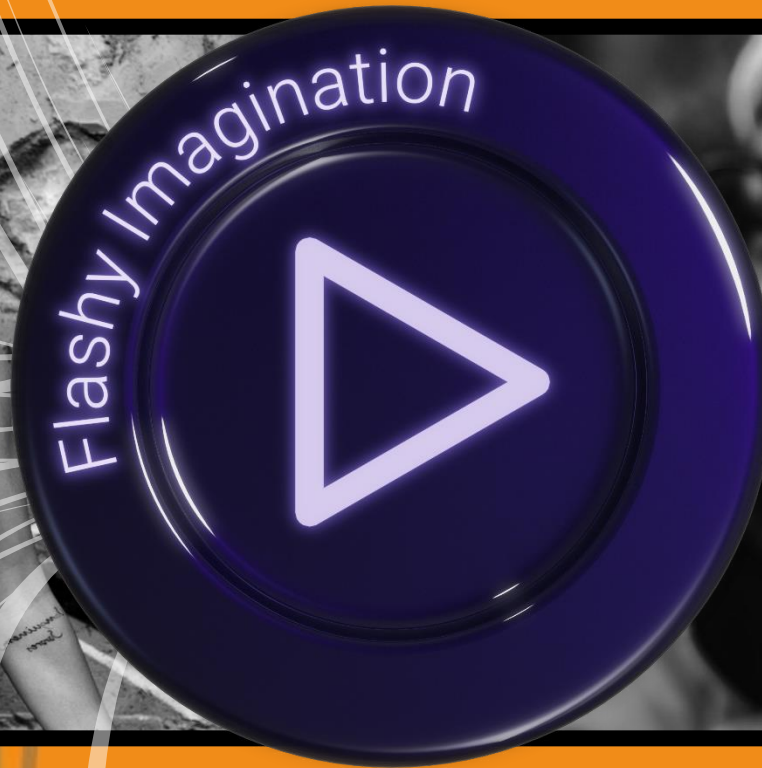


Dazzling Mastermind: An intensive blue with a tinted clearcoat for added chroma and depth.

Zest for Life

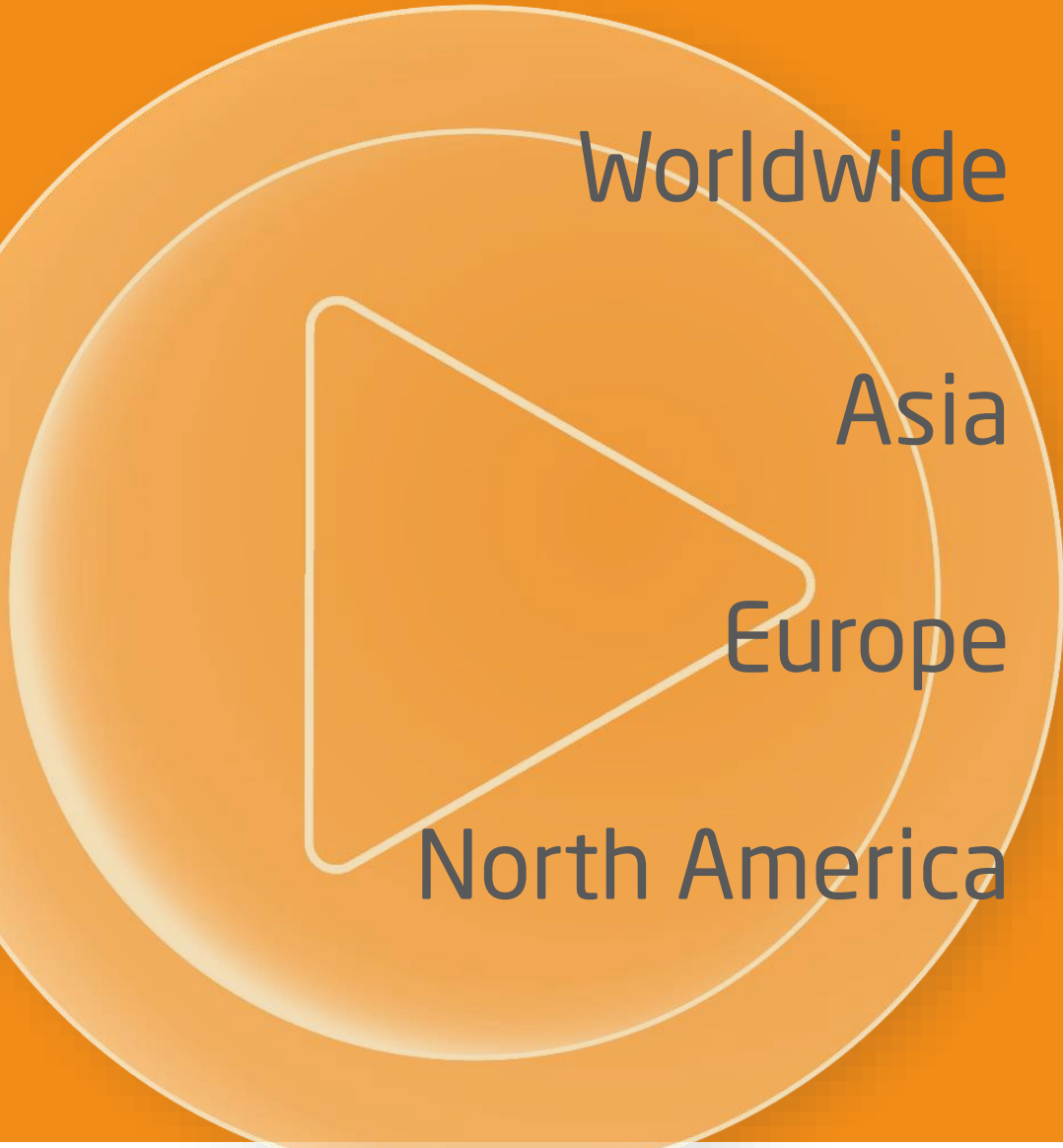


Activated by Chroma



Flashy Imagination: A deep purple

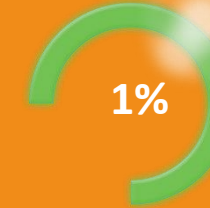
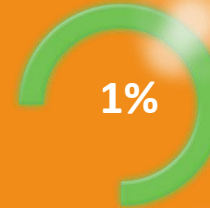
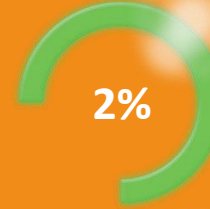
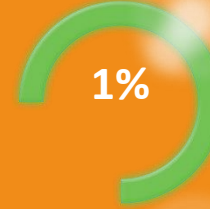
2021 GLOBAL AUTOMOTIVE COLOR POPULARITY REPORT



RED



GREEN



YELLOW/GOLD





BRIGHT IDEA!

Activated by Chroma



SOLID STATEMENT!

Simply Set in Motion

Powered by

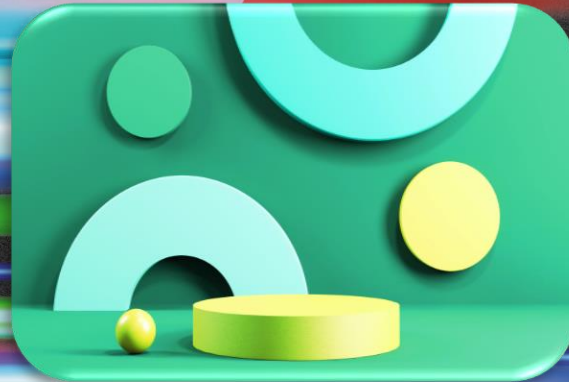
COLOR

SOLID STATEMENT!

Simply Set in Motion



Confident



Thoughtful



Retro



Color Blocking

Simply Set in Motion

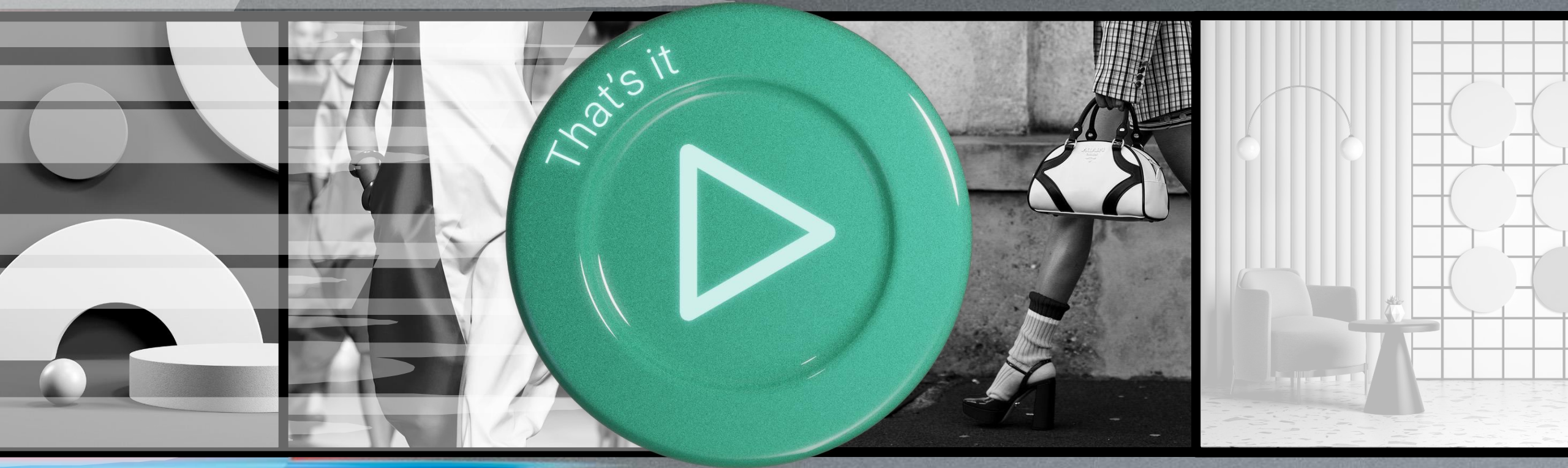


Color blocking is making bold style statements through the combination of relatively large areas of two to three solid colors. It is commonly associated in fashion and interior as a trend that originated from the artwork of Dutch painter, Piet Mondrian.

“ My look is bold but defined by simplicity.”

Color Blocking

Simply Set in Motion



That's It : A pastel yellow-shade green.

Color Blocking

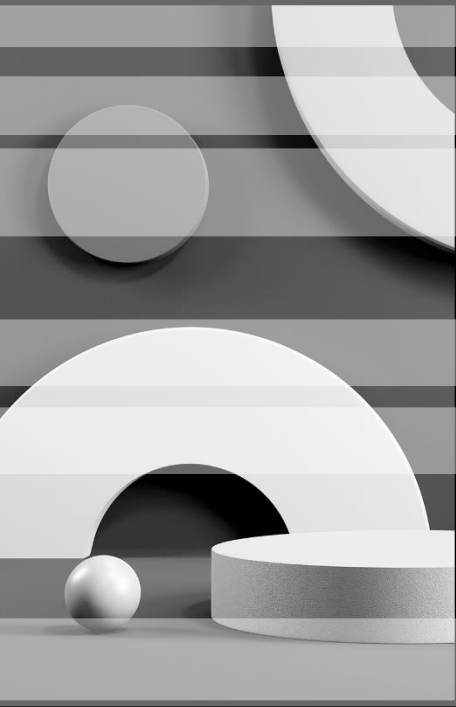
Simply Set in Motion



Blissful Time: A light and creamy tan.

Color Blocking

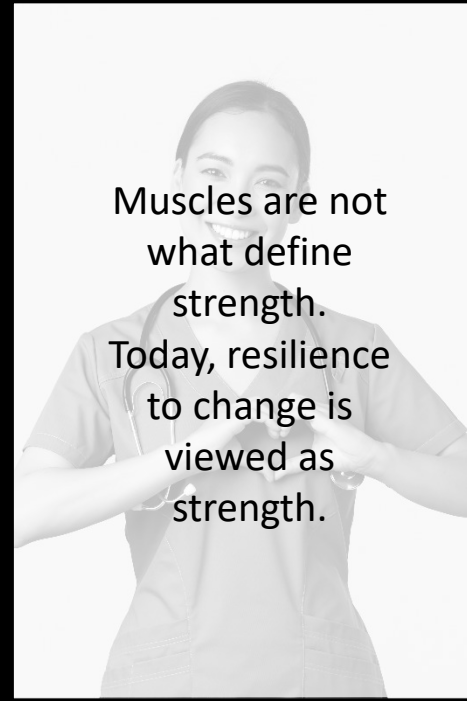
Simply Set in Motion



Easy Going: A mid-shade pale blue.

New Heroes

Simply Set in Motion



Muscles are not what define strength. Today, resilience to change is viewed as strength.

“Resilience is my superpower.”

New Heroes

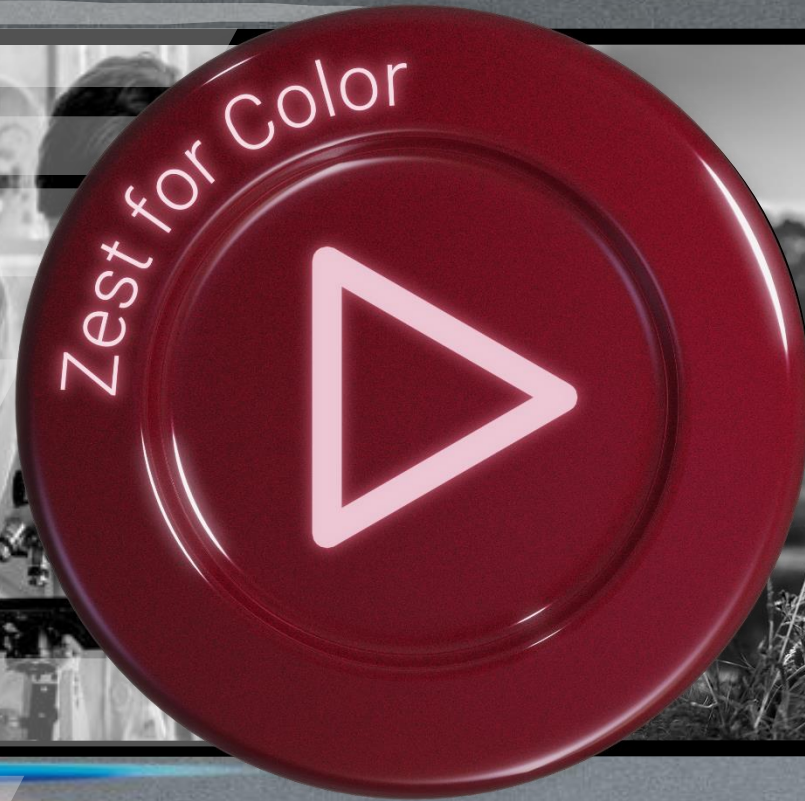
Simply Set in Motion



Vantage Point: An intensive blue

New Heroes

Simply Set in Motion

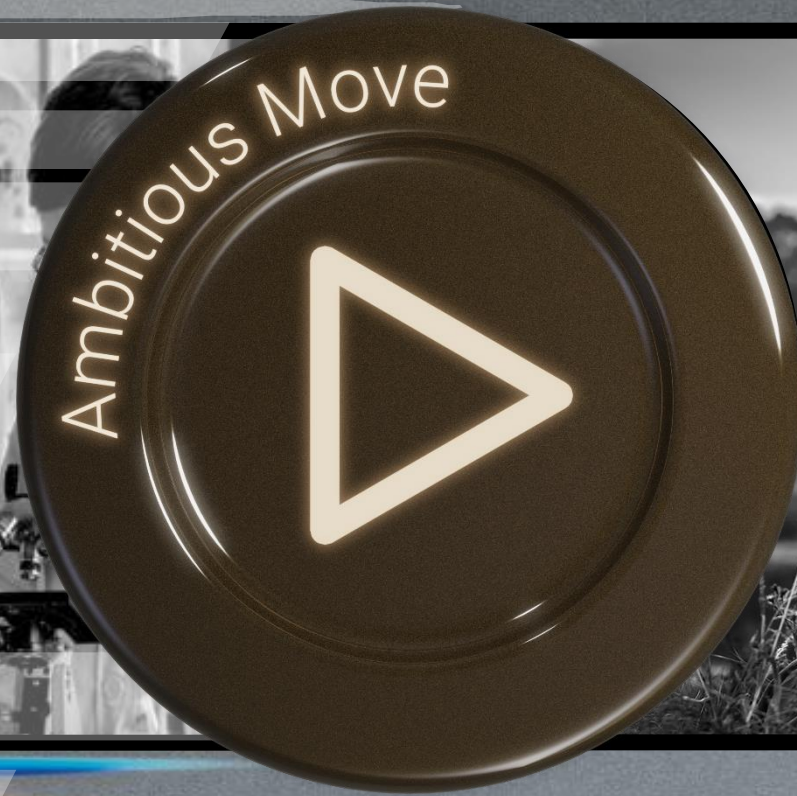


Zest for Color: A bright red aimed at truck and small car models

New Heroes

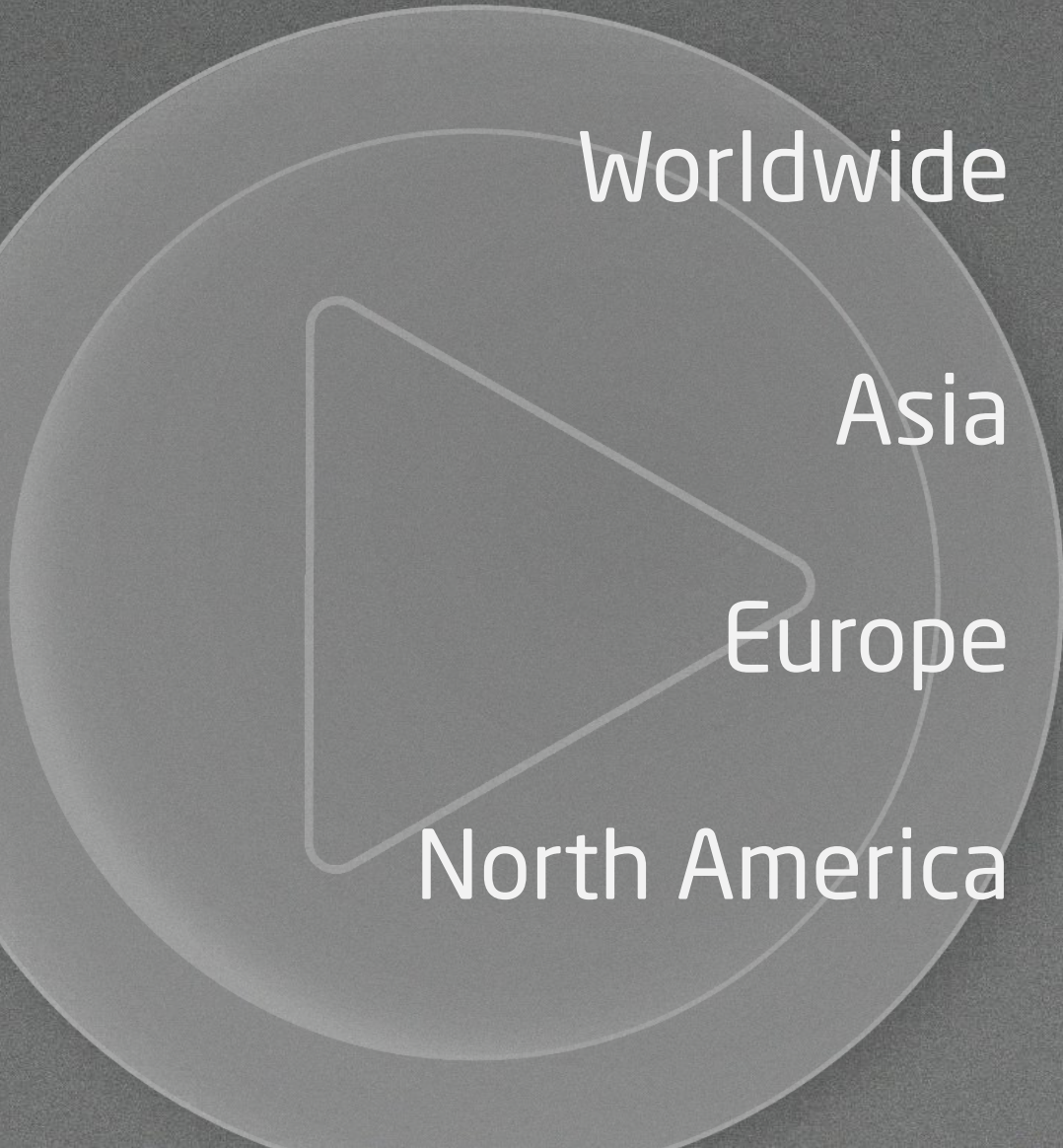


Simply Set in Motion

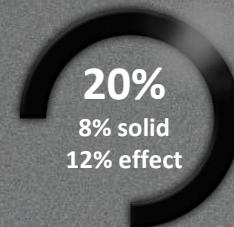
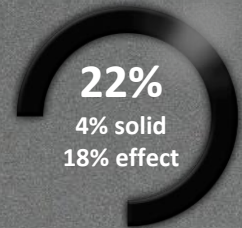
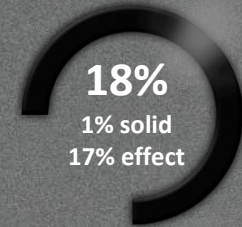
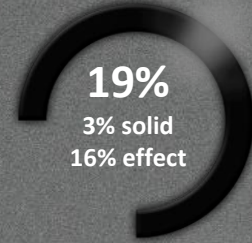


Ambitious Move: A new take on brown

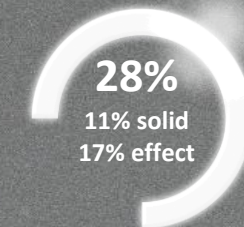
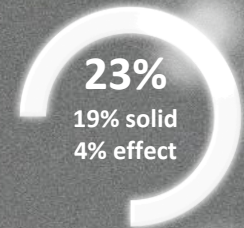
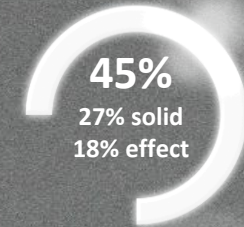
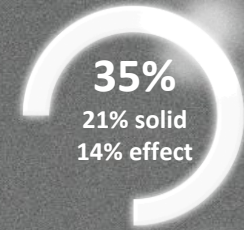
2021 GLOBAL AUTOMOTIVE COLOR POPULARITY REPORT



BLACK



WHITE





SOLID STATEMENT!

Simply Set in Motion

Powered by

The word 'COLOAR' is displayed in a large, white, sans-serif font. The letter 'O' is replaced by a glowing green circular graphic with a white outline, and the letter 'A' is replaced by a glowing green circular graphic with a white outline. A horizontal blue light streak is positioned above the word.

Technical data collection: RADAR, LIDAR, TSR

Light Life!

Enlighten your Imagination

Bright Idea!

Activated by Chroma

Deep Desire!

Darkness Energized

Solid Statement!

Simply Set in Motion

Automotive Radar and Advanced Driver Assistance Systems (ADAS)

77 GHz radar systems enable critical safety systems

Main Challenge

Development of radar compatible surfaces that do not compromise vehicle appearance or safety

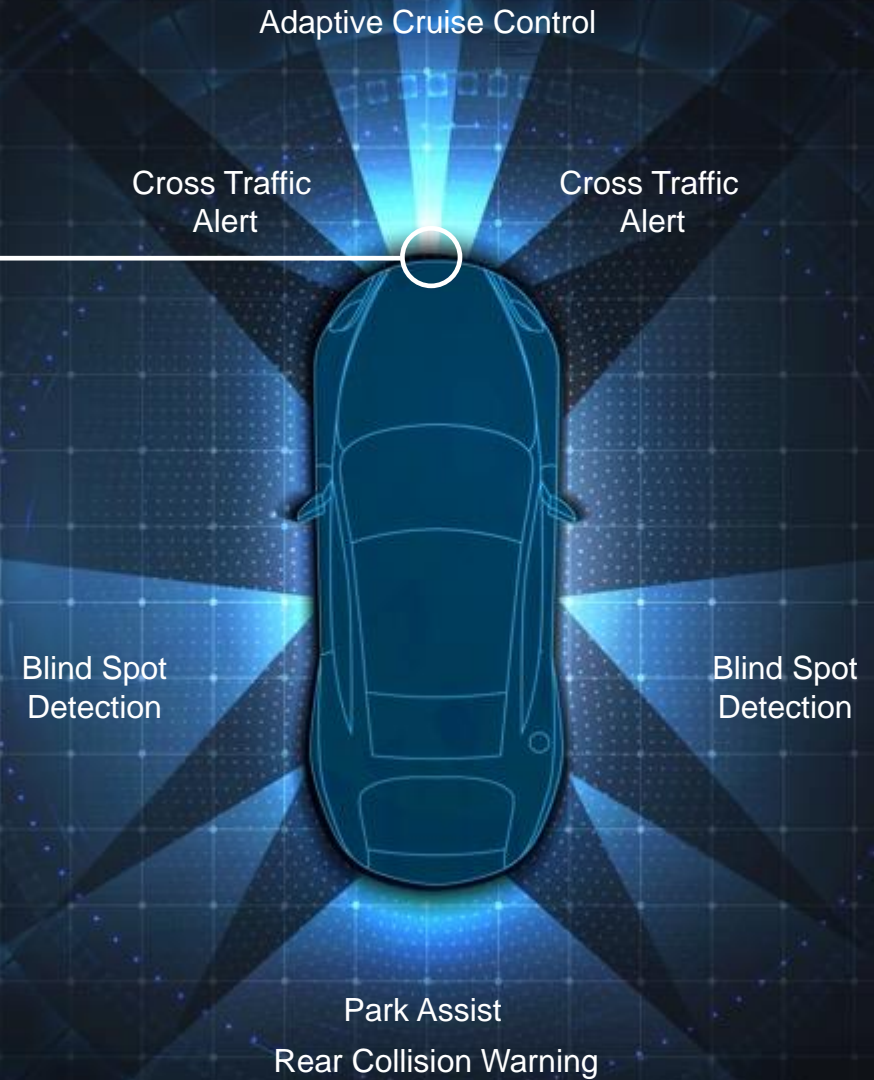
Approach

Understand how coating and bumper materials interact with 77 GHz electromagnetic radiation



Form & Function

Front-facing radar systems sometimes use specialized radomes; rear and corner-facing sensors typically go through the bumper cover



Introduction: Radar Compatible Coatings

Maximize system transmission to ensure accurate object detection

Minimize reflection inside bumper to avoid signal distortion



1. Understand how our coatings interact with 77 GHz radar
2. Optimize transmission of bumper cover "system"
3. Provide formulation guidance to meet OEM specifications

OEM: Selects 77 GHz compatible bumper cover
Axalta Mobility: Provides 77 GHz compatible paint

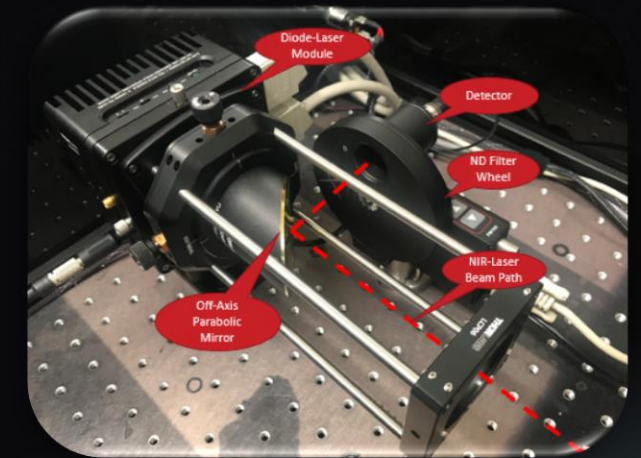
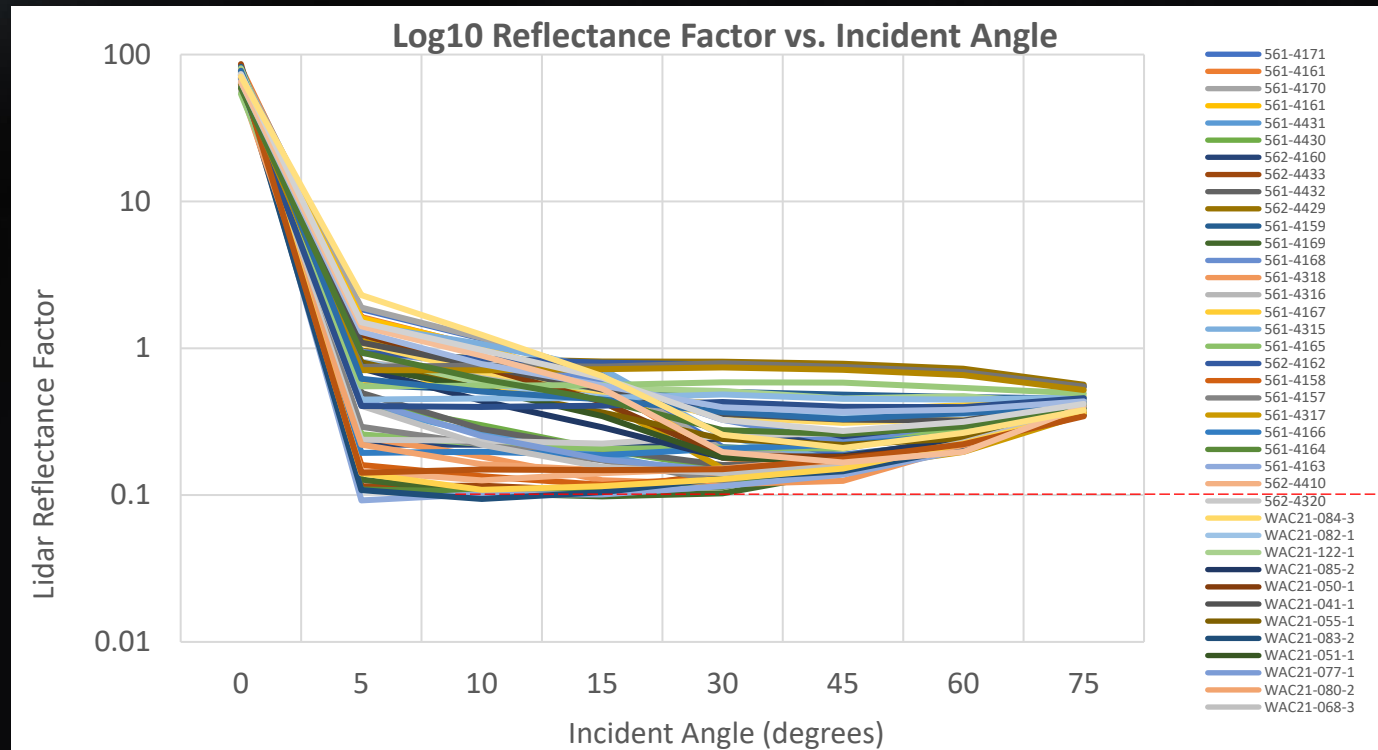
Axalta Radar Transmission Simulator (ARTS)

Award-winning Technology for Radar Compatible Coating Development

- Model-based prediction of basecoat permittivity
- Transmission/Reflection/Absorption calculation for multiple test configurations
- Optimization of layer and substrate thicknesses
- Formulation guidance *and* automated ingredient substitution to meet OEM radar and color requirements



Measured on Axalta LIDAR Gonio-Reflectometer System (ALGRS)



Color measured on:
Axalta LIDAR Gonio-Reflectometer System

Thank you

for your attendance....