

You, too, can have Royal Magenta.

Cromax (all brands): 1028087

Standox (all brands): 1808702

Spies Hecker Permacron: 1028087

Spies Hecker Permahyd Hi-TEC: 8007128



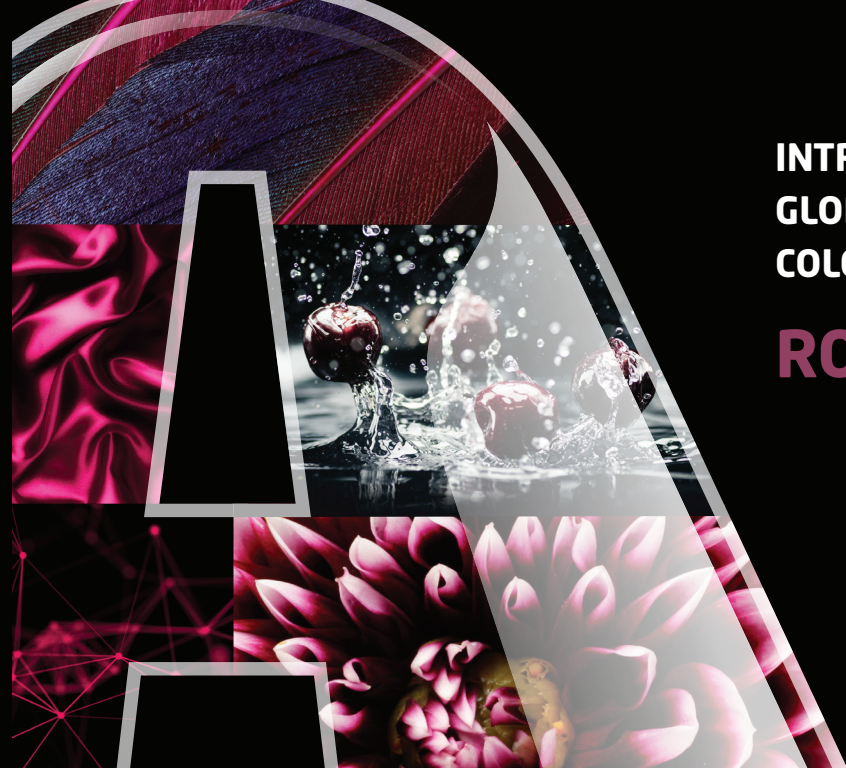
To learn more about Royal Magenta, visit axalta.com/color

**Axalta's coatings are intended for use by automotive paint professionals.*



**INTRODUCING AXALTA'S
GLOBAL AUTOMOTIVE
COLOR OF THE YEAR 2022**

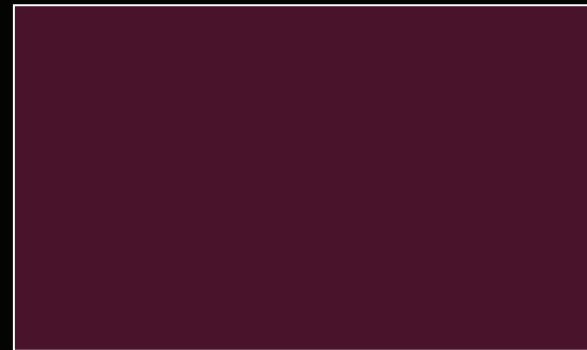
ROYAL MAGENTA



Axalta Coating Systems marks its eighth edition of the exclusive Global Automotive Color of the Year with **Royal Magenta**, a deep cherry color intended to bring a luxurious finish to the market. The powerful design has a majestic dark finish engrained with merlot and garnet hues. The color appears berry red in sunlight yet reveals a dark mysterious look in the midnight hours.

Royal Magenta is formulated for all vehicle types to enrich the mobility palette with alluring color. The premium color creates an opulent finish appearing lush and rich faceted jewel accents.

Built for vehicles of all kind, the layering is styled to meet the radar performance for autonomous vehicles. Trending globally, Royal Magenta conveys elegance with its sensual and festive color offering.



ROYAL MAGENTA

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