

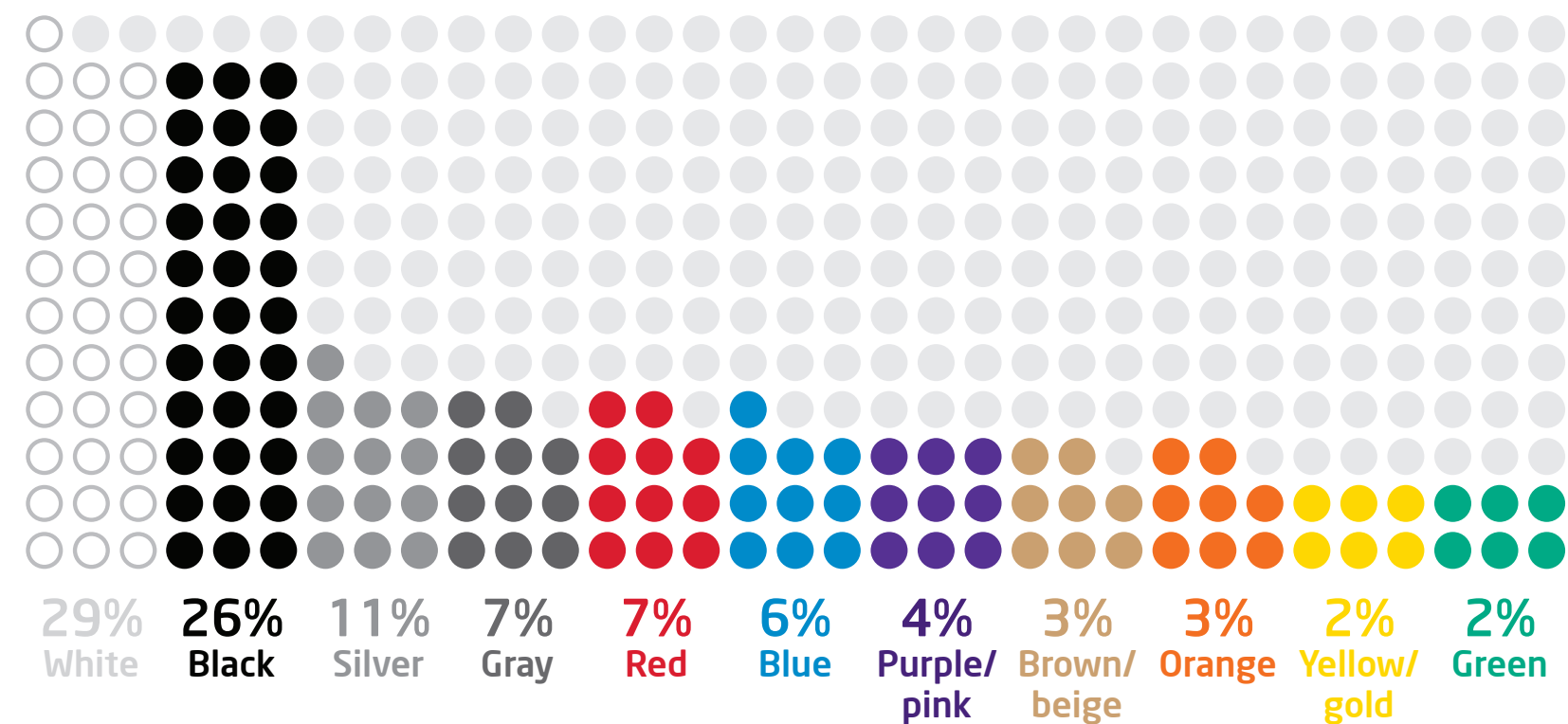


# Automotive Color Preferences

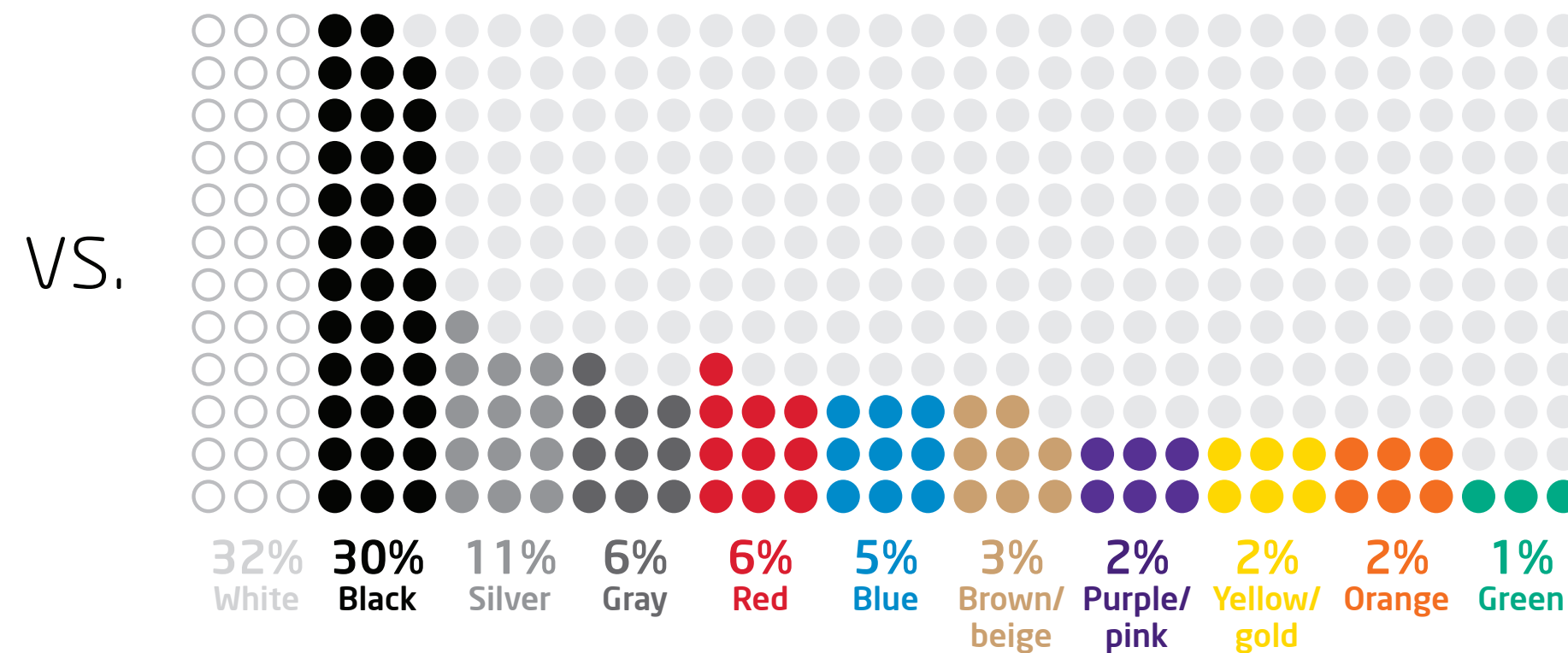
Axalta's 2021 Consumer Survey in China\*

\*Opinion survey was conducted by Axalta in 2021 among 1,056 vehicle owners aged 25 to 60 located throughout China. For additional information about demographics and methodology, visit [www.axalta.com/color](http://www.axalta.com/color)

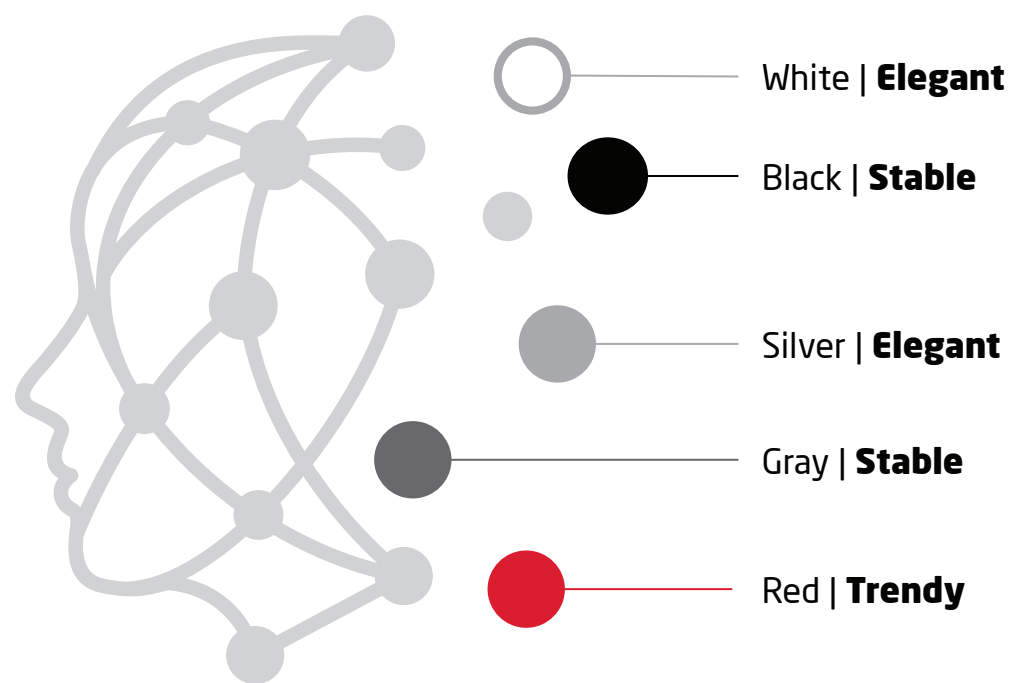
## Favorite vehicle color



## Color owned



## Personality trait of top 5 color choices\*\*

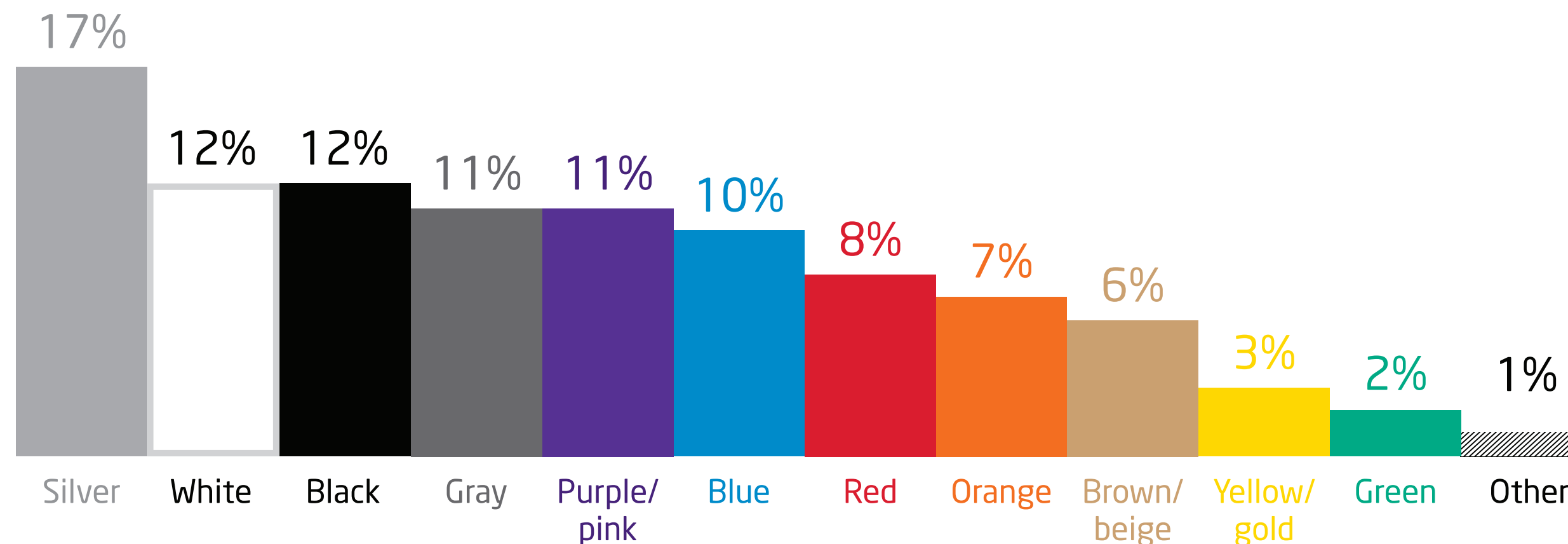


\*\*Personality traits as determined by majority of survey respondents.

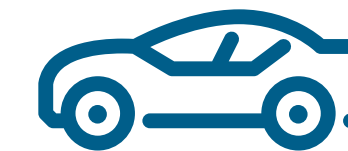
## 36% would consider repainting their vehicle\*\*\*

\*\*\*Of those who would change the color, 58% said the reason was to renew appearance and keep the vehicle.

### Color they would choose



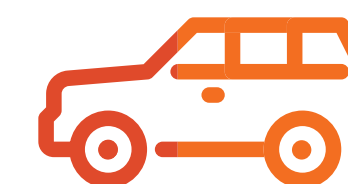
How important is color?



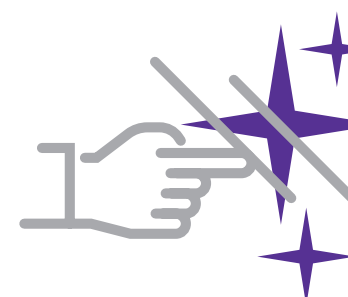
**99%** of respondents say color is a key factor when buying a vehicle



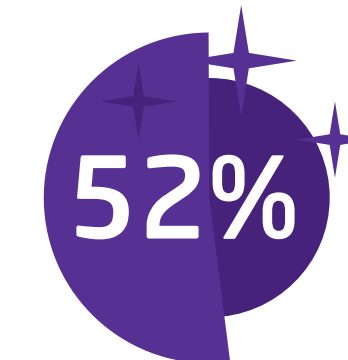
**64%** would change manufacturer choice if preferred color is not available



**39%** would spend up to 19,500 RMB to order a custom color



Majority favor matte finish



**52%** of respondents prefer matte over a high-gloss finish

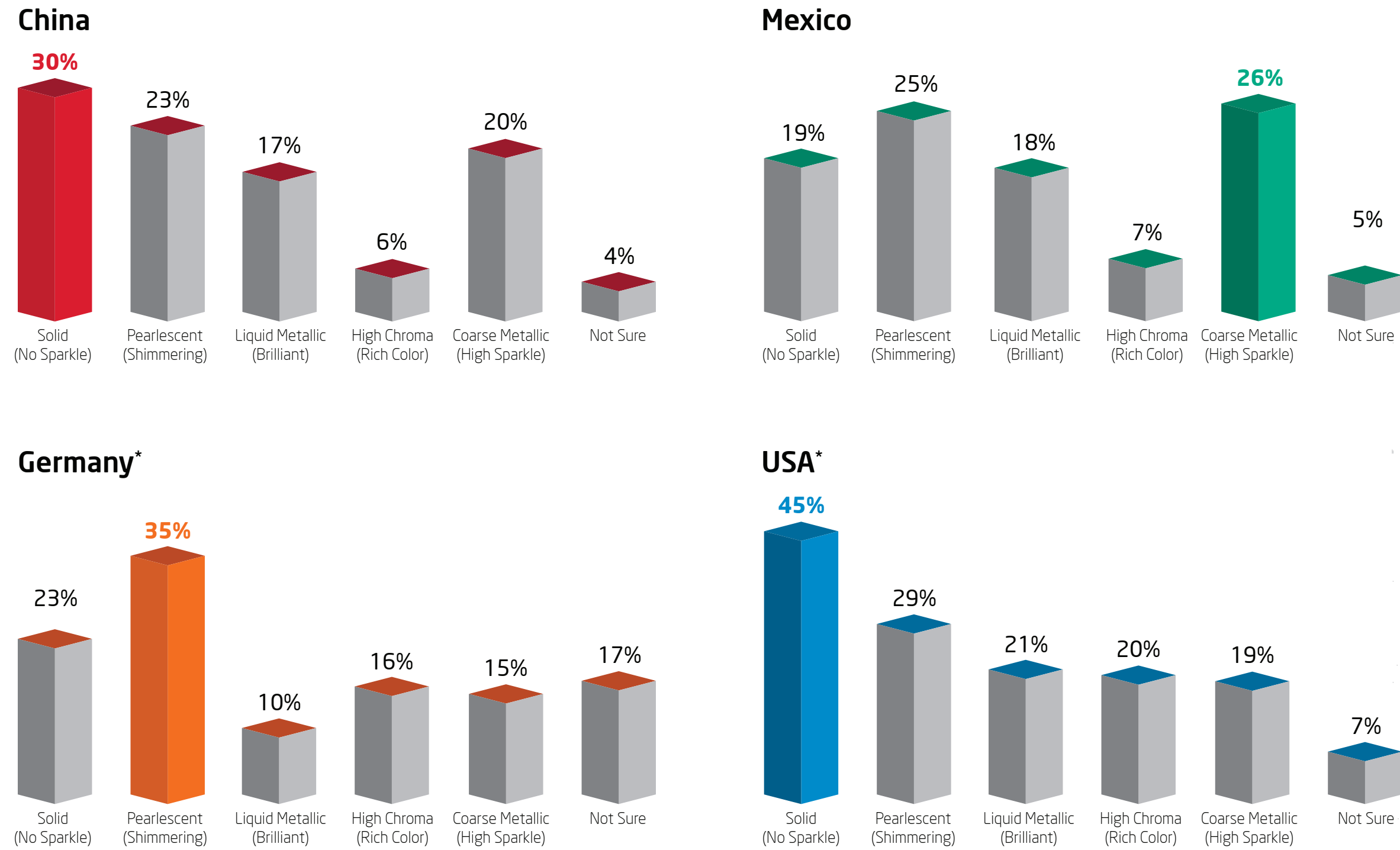




# Automotive Color Preferences

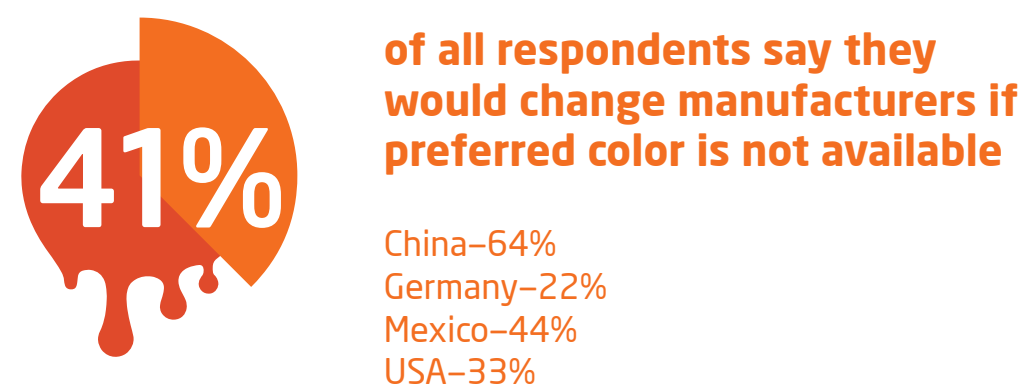
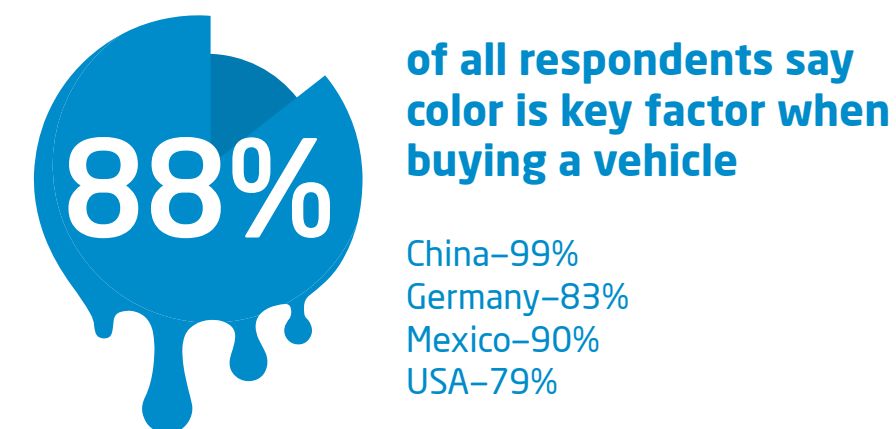
Axalta's 2021 Multi-national Consumer Survey

## Paint finish preferences



\*Respondents in Germany and USA could choose more than one option.

## Importance of color



## Color and associated personality trait\*\*

