

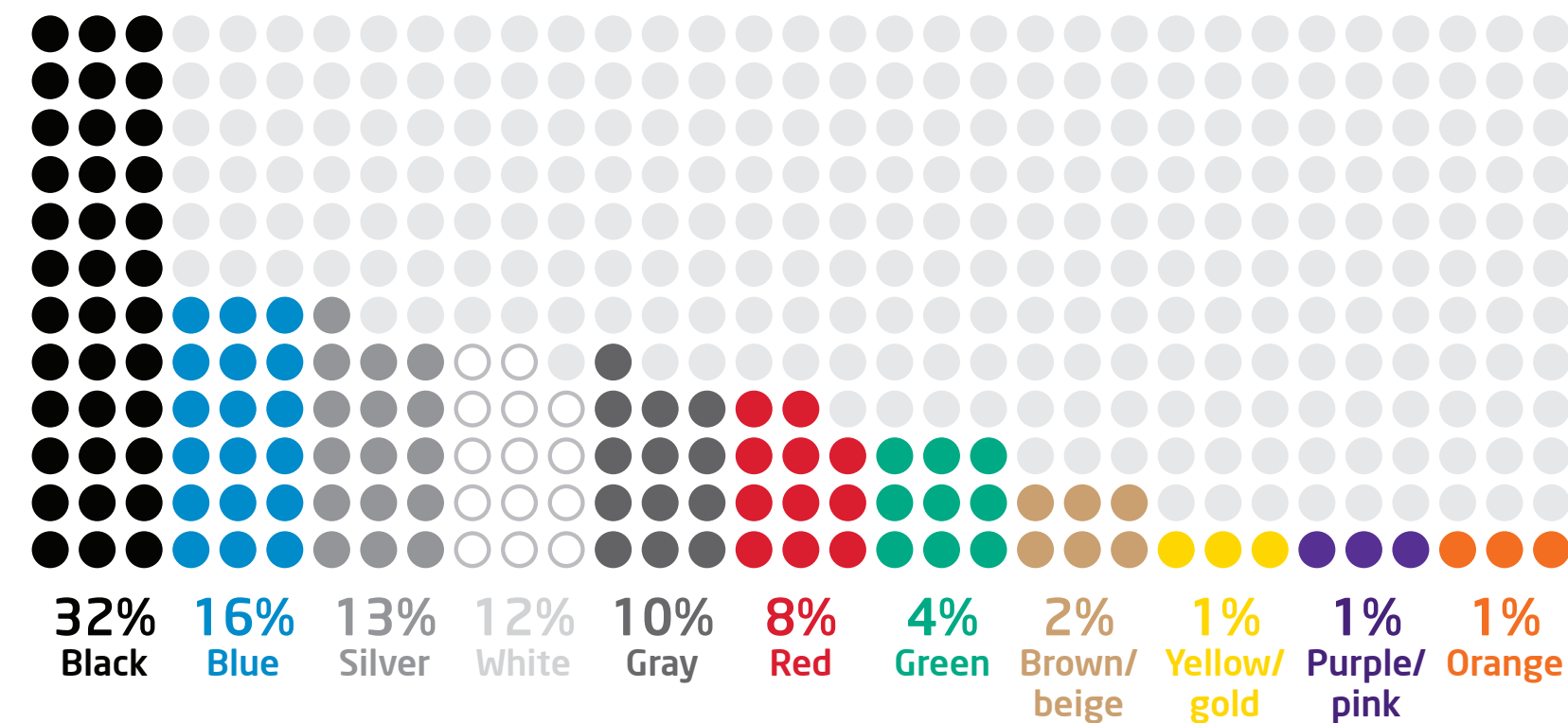


Automotive Color Preferences

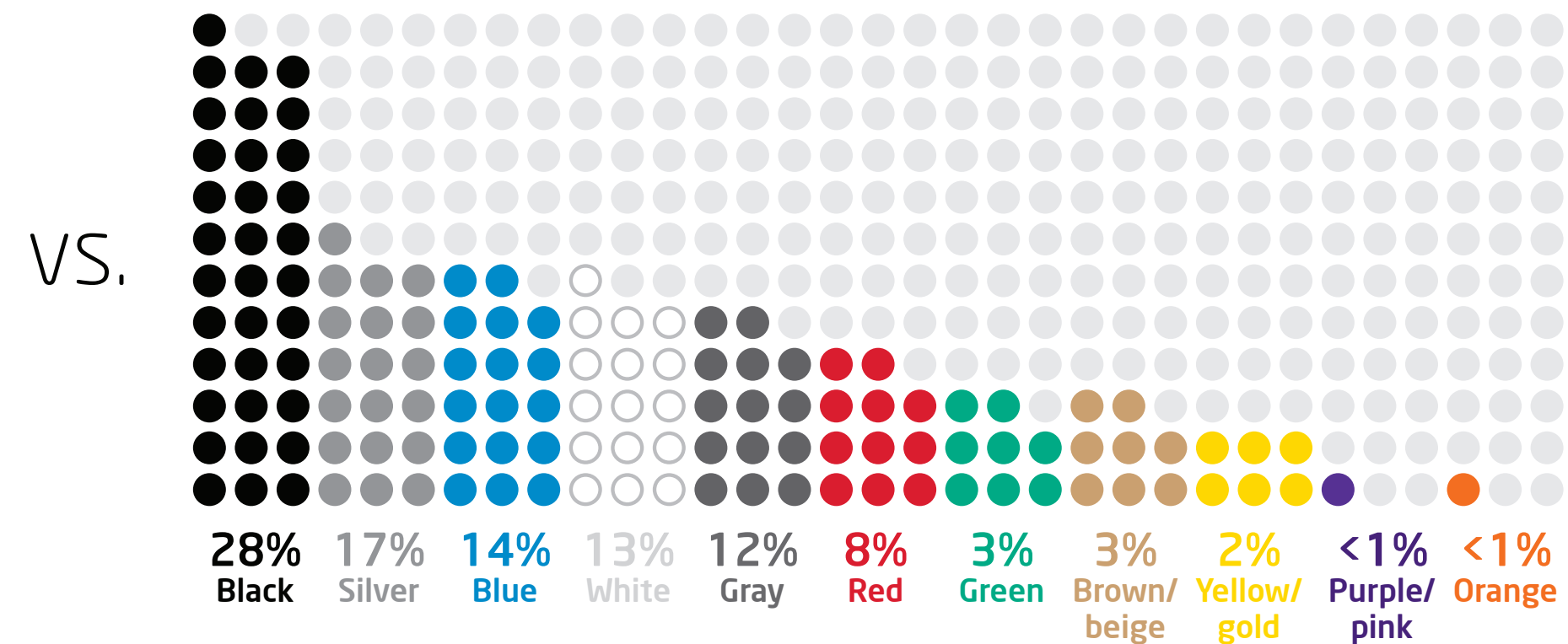
Axalta's 2021 Consumer Survey in Germany*

*Opinion survey was conducted by Axalta in 2021 among 1,000 vehicle owners aged 25 to 60 located throughout Germany. For additional information about demographics and methodology, visit www.axalta.com/color

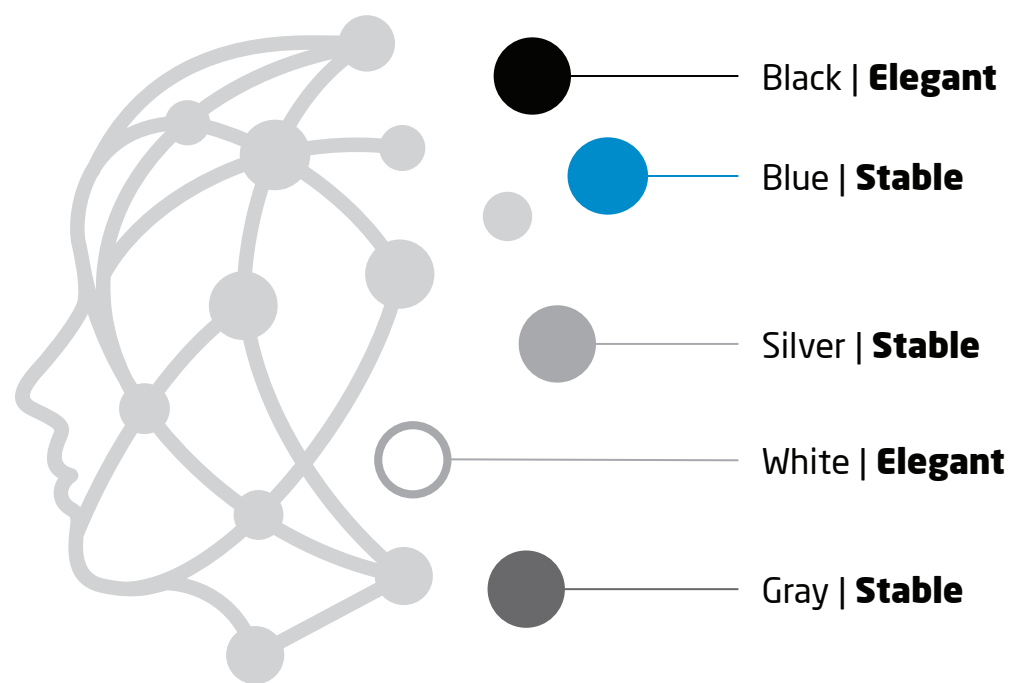
Favorite vehicle color



Color owned



Personality trait of top 5 color choices**

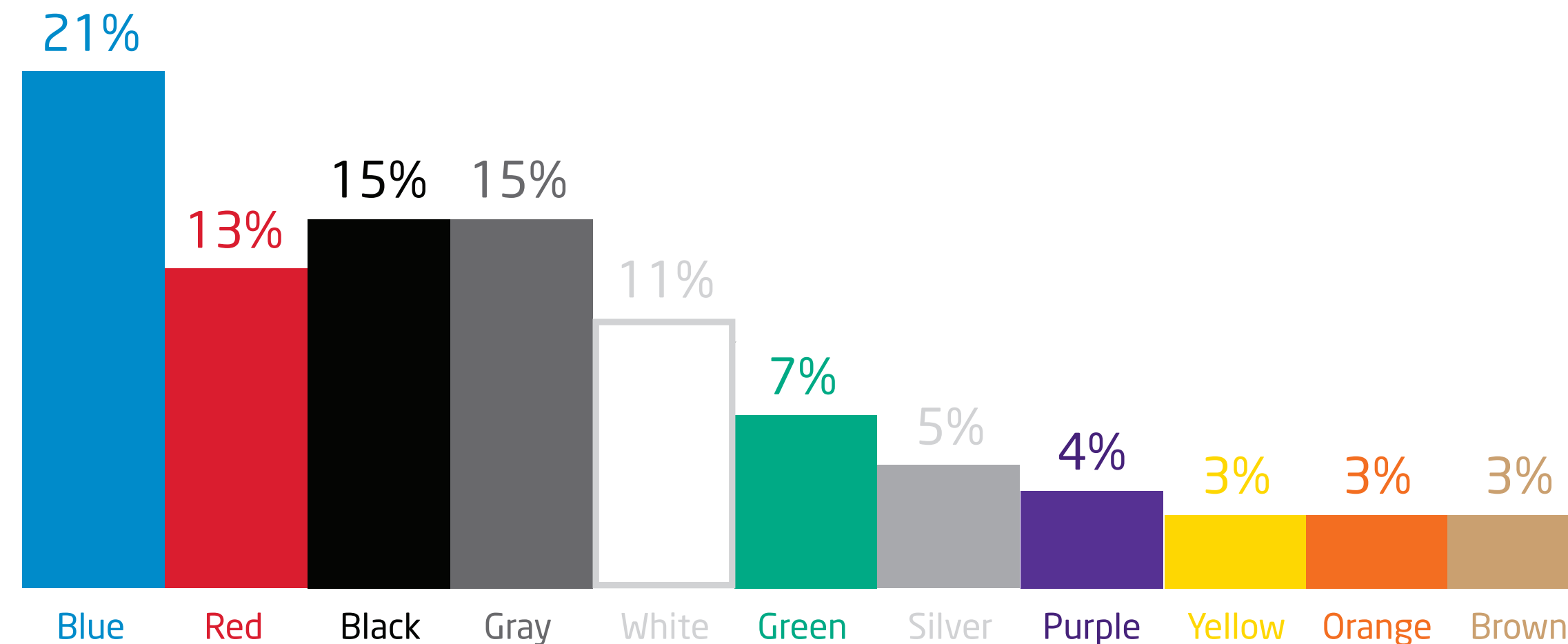


**Personality traits as determined by majority of survey respondents.

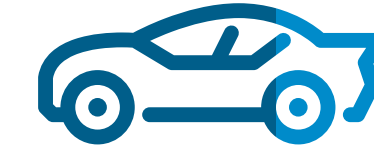
12% would consider repainting their vehicle***

***Of those who would change the color, 53% said the reason was to renew appearance and keep the vehicle.

Color they would choose



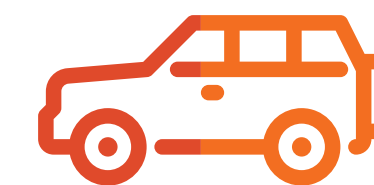
How important is color?



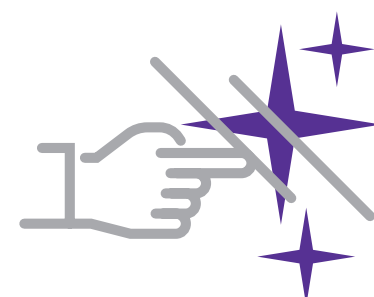
83% of respondents say color is a key factor when buying a vehicle



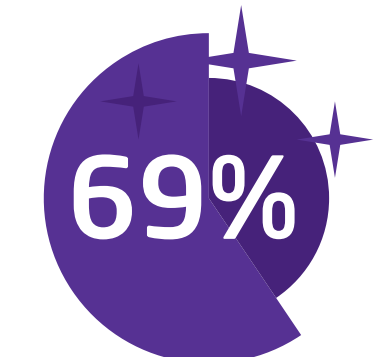
22% would change manufacturer choice if preferred color is not available



40% would spend up to 1.000€ to order a custom color



Majority favor high-gloss finish



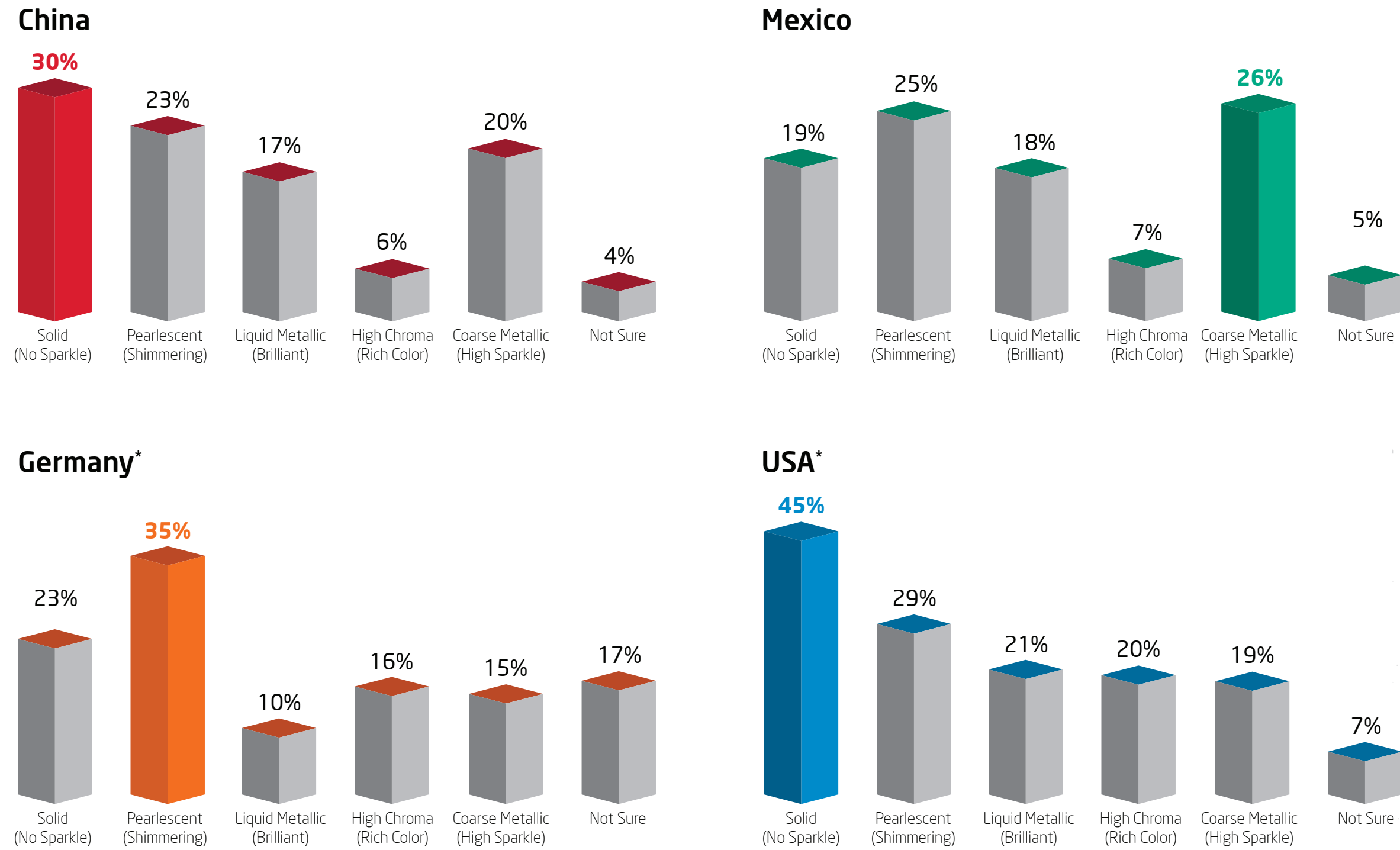
69% of respondents prefer high-gloss over a matte finish



Automotive Color Preferences

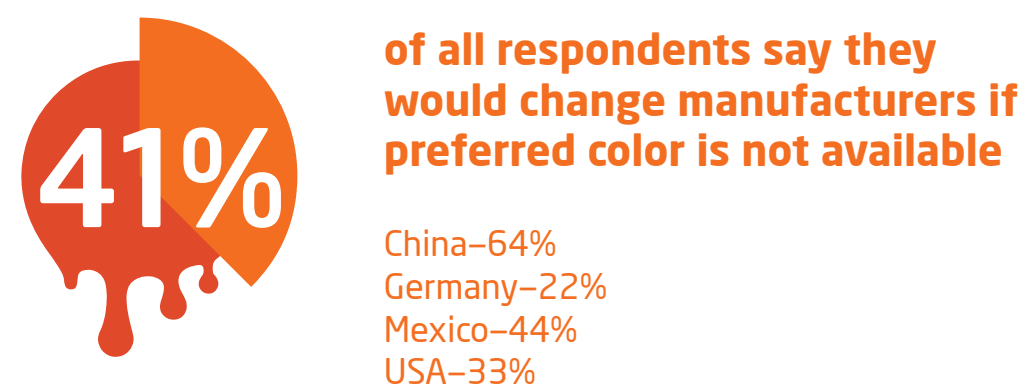
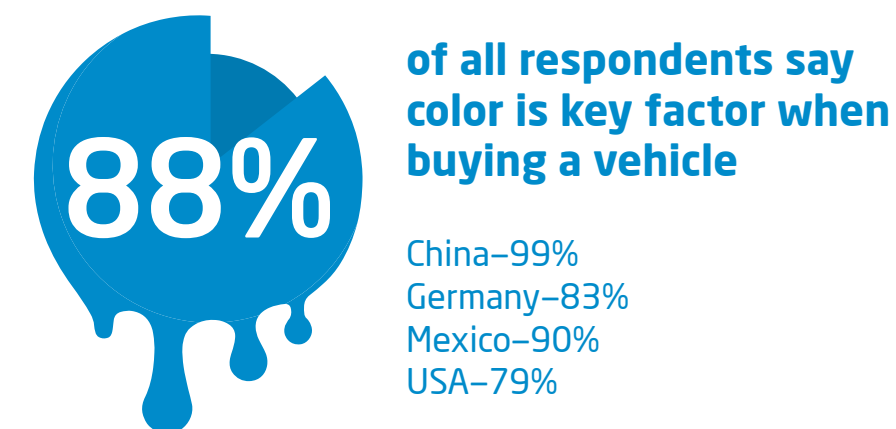
Axalta's 2021 Multi-national Consumer Survey

Paint finish preferences



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

Importance of color



Color and associated personality trait**



**Personality trait as determined by majority of survey respondents.