

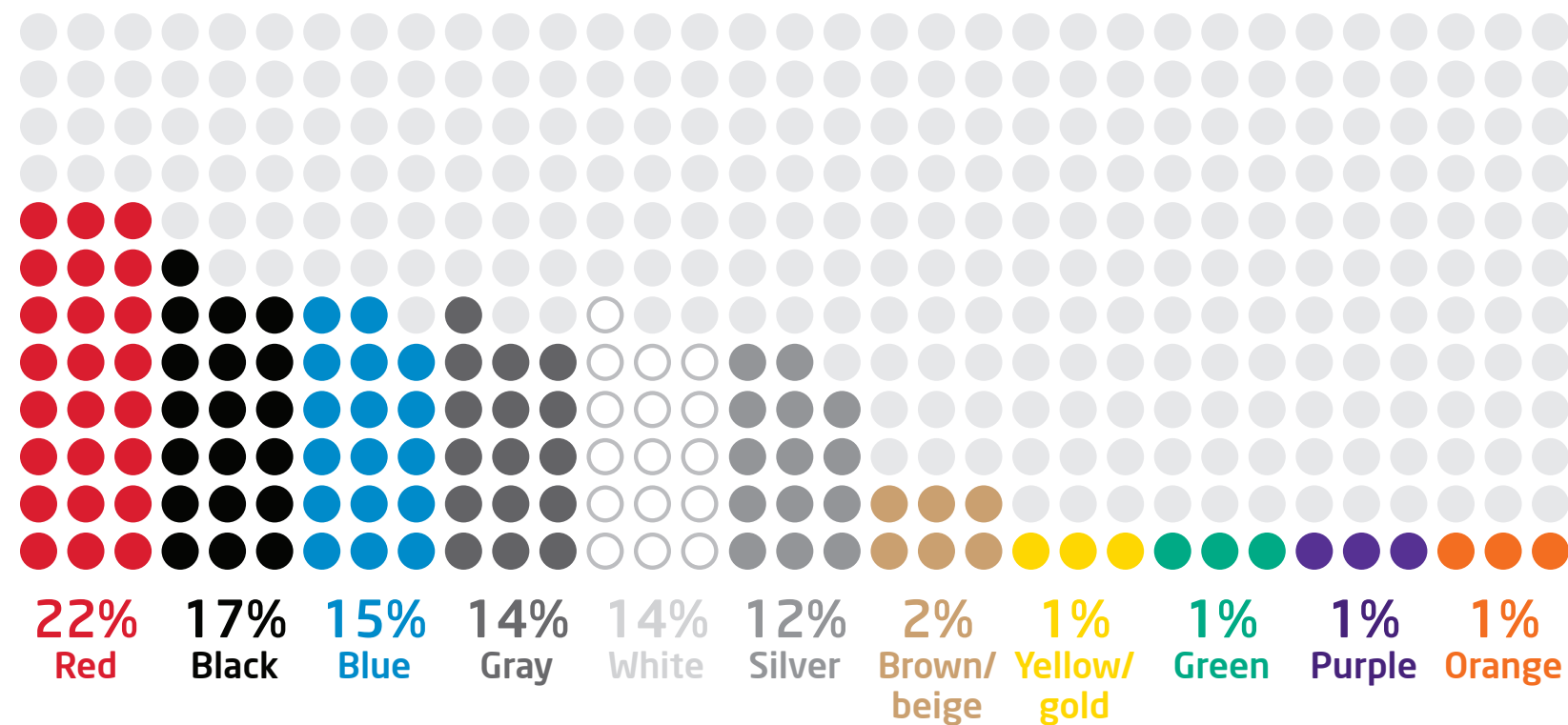


Automotive Color Preferences

Axalta's 2021 Consumer Survey in Mexico*

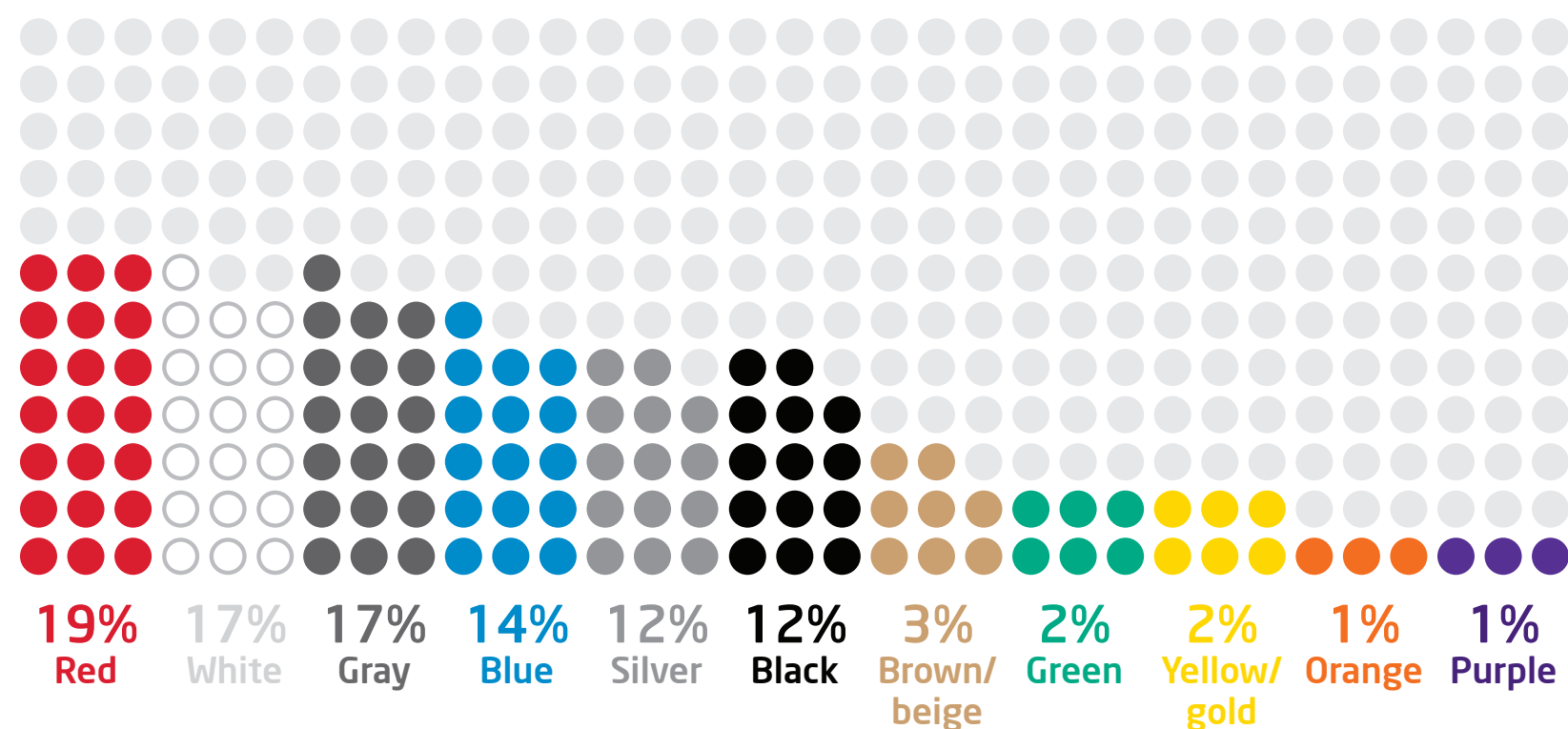
*Opinion survey was conducted by Axalta in 2021 among 1,000 vehicle owners aged 25 to 60 located throughout the Mexican Republic. For additional information about demographics and methodology, visit www.axalta.com/color

Favorite vehicle color



VS.

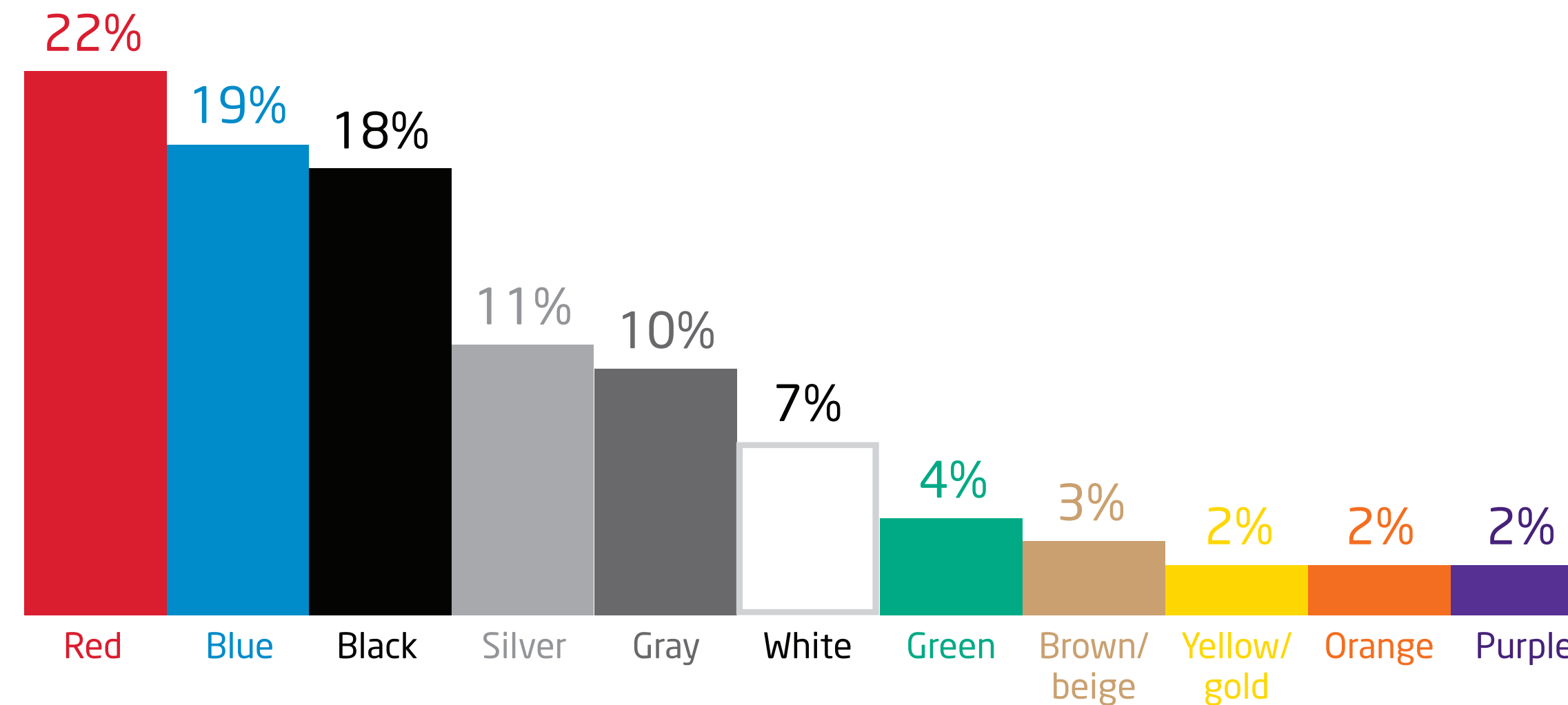
Color owned



34% would consider repainting their vehicle**

**Of those who would change the color, 81% said the reason was to renew appearance and keep the vehicle.

Color they would choose



Type of vehicle owned



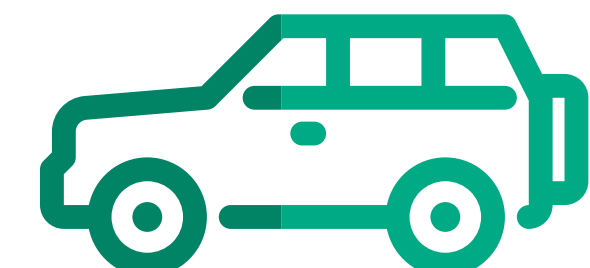
64% of respondents own a sedan



How important is color?



90% of respondents say color is a key factor when buying a vehicle



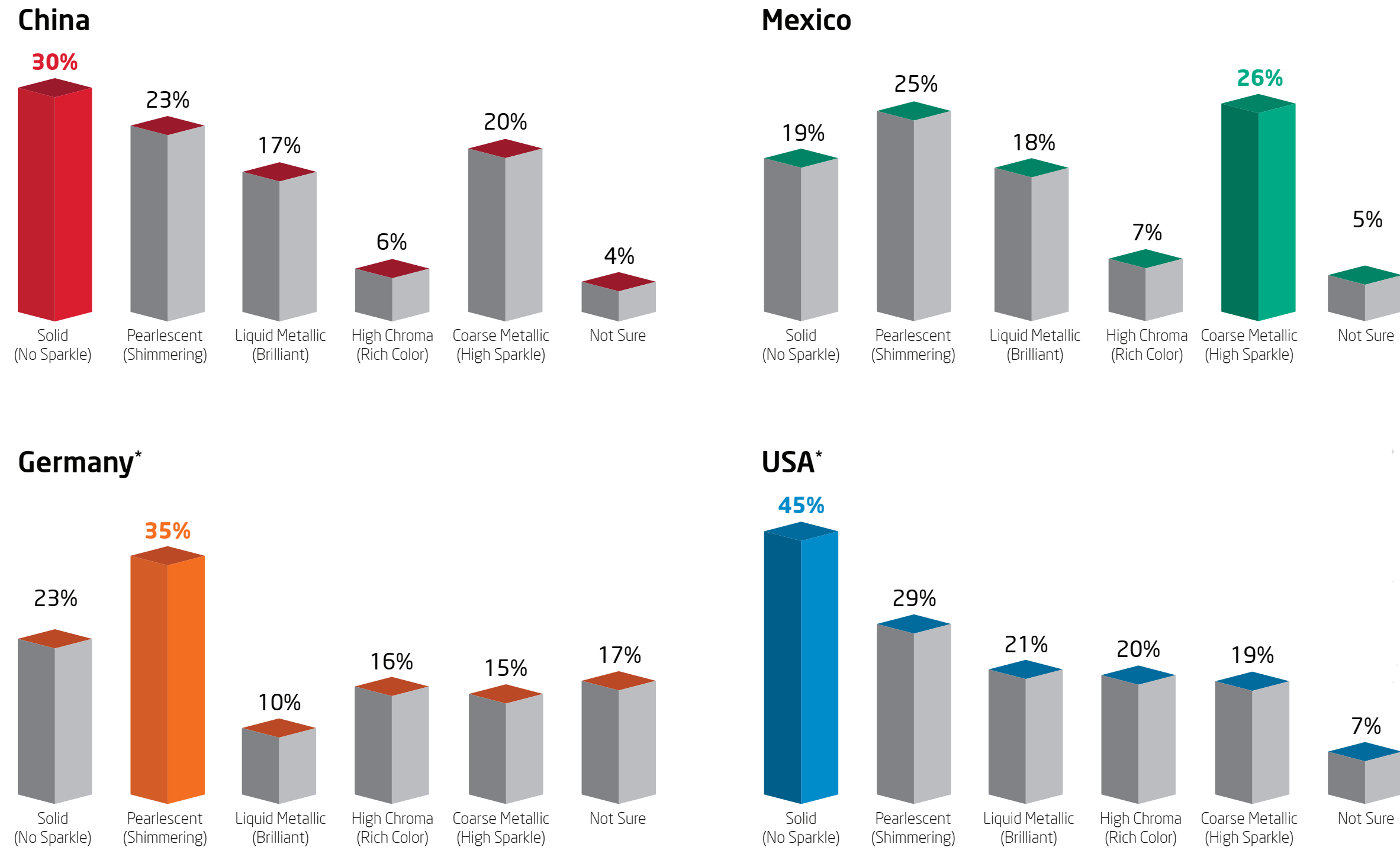
44% would change manufacturer choice if preferred color is not available



Automotive Color Preferences

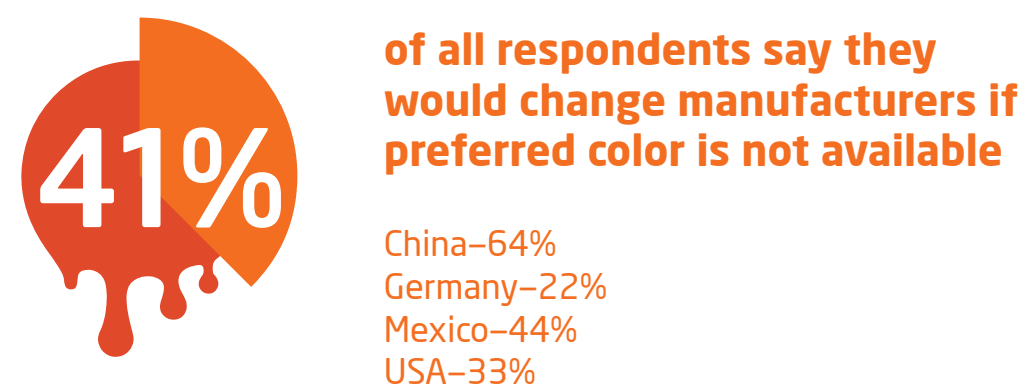
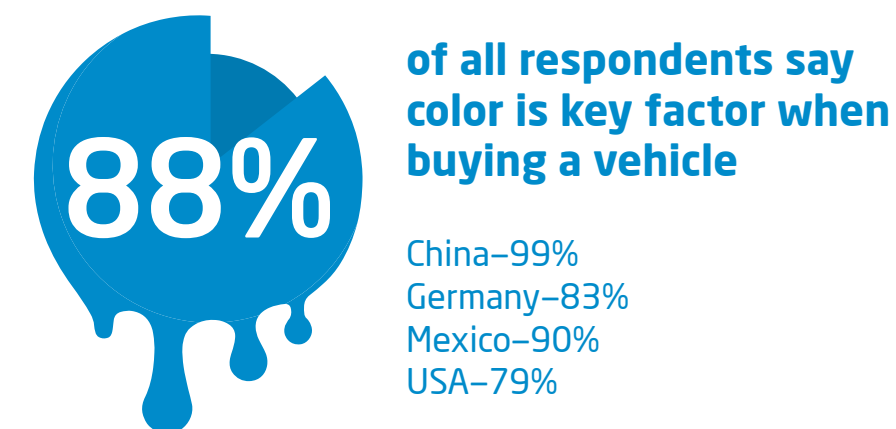
Axalta's 2021 Multi-national Consumer Survey

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.