

Axalta continues automotive colour leadership with 68th Global Automotive Color Popularity Report

- *White remains top vehicle colour globally; automakers produced 81% of vehicles in neutral shades of white, black, grey and silver*
- *Shift from silver toward grey in many markets; grey viewed as more modern and luxurious*
- *Automotive colour trends of green and blue shades in sync with home and fashion trends*

PHILADELPHIA, PA, USA – 14 December 2020 – Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, released its 68th annual Global Automotive Color Popularity Report revealing the most common automotive colours on the road today are white (38%), black (19%) and grey (15%). Grey increased by two percentage points worldwide and is at a 10-year high.

Holding steady at 38% of the total global market for the last three years, white is the most frequently purchased automotive colour globally for 10 consecutive years. Silver continues to decline in all regions and its popularity is now in the single digits at 9%. Black holds steady year-over-year and remains a favourite in luxury vehicles.

Axalta's Global Automotive Color Popularity Report draws on data from every country where consumer automobiles are produced and provides detailed production data to enable automakers to observe trends and patterns across the globe and in particular markets.

"The consumer purchasing trends reflected in the report drive our development of innovative colours for the future," said Nancy Lockhart, global product manager of colour at Axalta. "We're pleased to share this data with our customers and to bring together our industry-leading colour technology, deep market experience and trend data to work with our customers to bring dynamic colours to life."

Axalta is actively working to provide innovative colour choices for automotive buyers that are on the leading-edge of design. Recent automotive trends are in sync with the latest home, fashion and product trends, including an interest in green-blue and green-yellow shades. Also noteworthy is the increasing global use of grey and the colour nuances that bring these colours to life, such as fine flake effects and hints of colourful flakes.

The results of Axalta's Global Automotive Color Popularity report are based on Axalta's analysis of 2020 automotive build data and are an indicator of current market trends. Axalta began reporting on the industry's coatings colour in 1953 and continues to report on colour trends. In addition, colour forecasts are reported in Axalta's global annual colour trend forecast. The future landscape of automotive colour continues to change as vehicle and consumer preferences evolve. Axalta designs conceptual colours that are aesthetically and functionally beneficial to the vehicle surfaces. For more information, visit the company's annual [Global Automotive Color Popularity Report](#) and [Color Trend Report](#). Previous years' reports can be found [here](#).

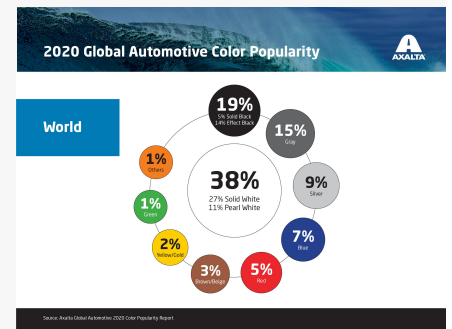
About Spies Hecker

Spies Hecker, a global refinish coating brand from Axalta, develops optimum and practical paint system solutions that make bodyshop work easier and more efficient. Originally from Cologne, Germany, and with over 135 years of success behind it, Spies Hecker's high-quality product systems, customised service and tailored training demonstrate its partnership with the refinish industry. The paint brand is one of the world's leading vehicle refinish brands and is available in over 75 countries worldwide.

Spies Hecker – simply closer!



[PR - Colour Popularity Report](#) (jpeg | 667.08 KB)



For the 10th consecutive year, white is the most popular global automotive color according to Axalta's 2020 Global Automotive Color Popularity Report.



[Open](#)
[Download](#)