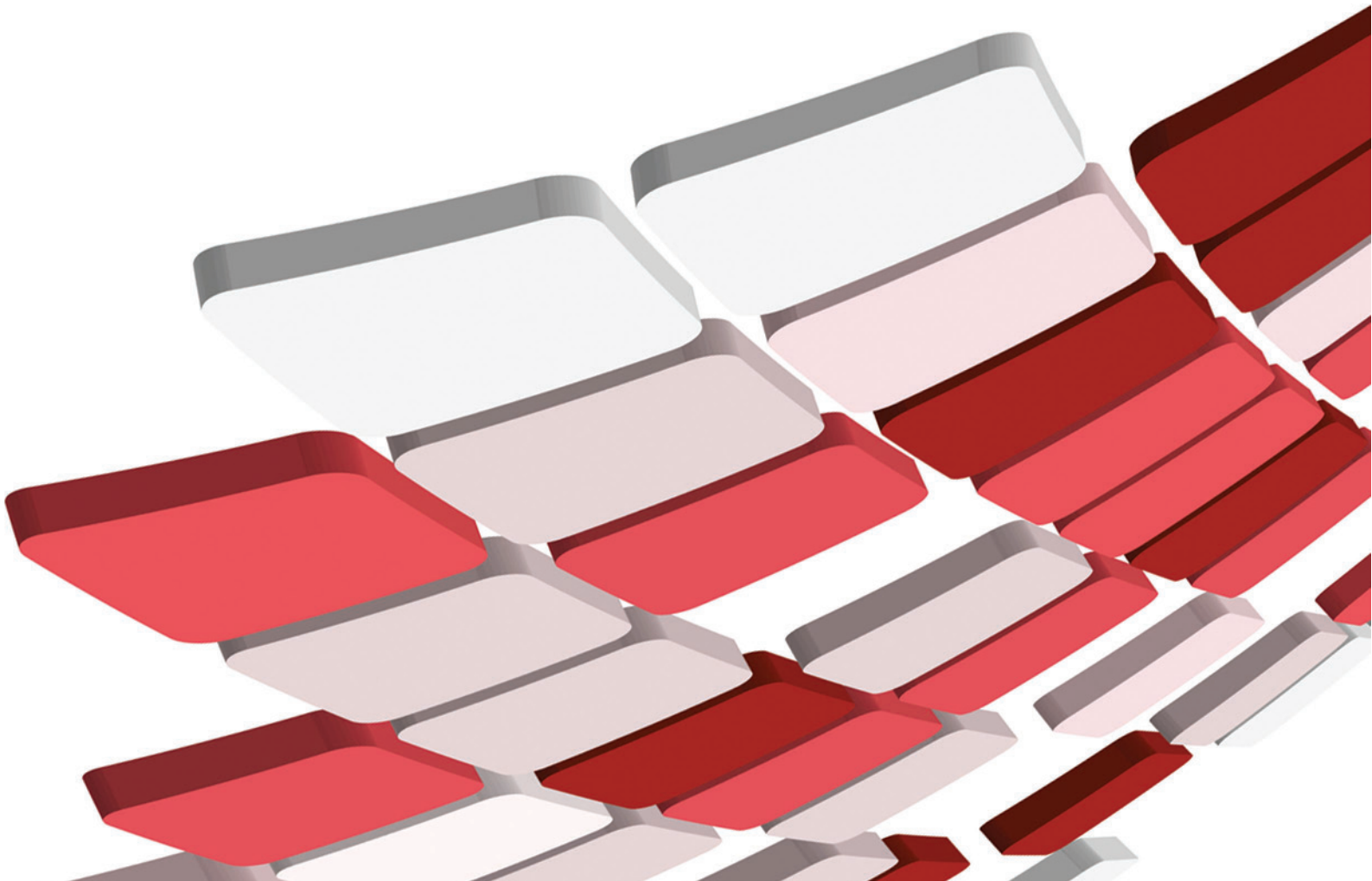


AXALTA COATING SYSTEMS

# Global Automotive 2015 Color Popularity Report



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# Global Automotive 2015 Color Popularity Report

White wins again as the most popular automotive color of choice.

Axalta Coating Systems presents the 63rd consecutive edition of the Automotive Color Popularity Report. This report looks at automotive color popularity by global geography and by a variety of vehicle segments.

White has continued to increase in popularity, topping out this year as the number one color globally. White overtook silver in 2011 as the most preferred vehicle color preference. Since then, white has continued to gain popularity on all vehicle types in most regions, while silver has continued to decline. Customers in Asia (41 percent) and Africa (46 percent) prefer white more than in other parts of the world.

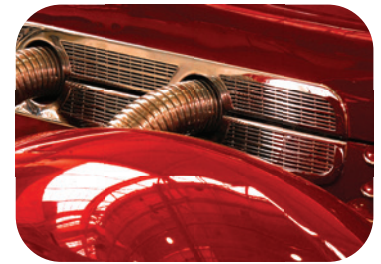
Since 1953, white has been one of the top five colors during all but three years. Whites have evolved and today they are available in a rich variety of alternatives from stone white solids and vanilla shades, to cool bright whites and pearlescent whites.

After white at 35 percent, there is a big drop to black, the next most popular color at 18 percent. These are followed by silver at 13 percent, gray at 10 percent, red at seven percent, and blue and beige/brown tied at six percent. At the least popular end of the spectrum, yellow was found on only two percent of vehicles, green on one percent, and all other colors on two percent of vehicles.

While the neutrals of white, silver, gray and black dominate, red and blue continue to be the top colorful choices, with red especially winning over vehicle buyers.

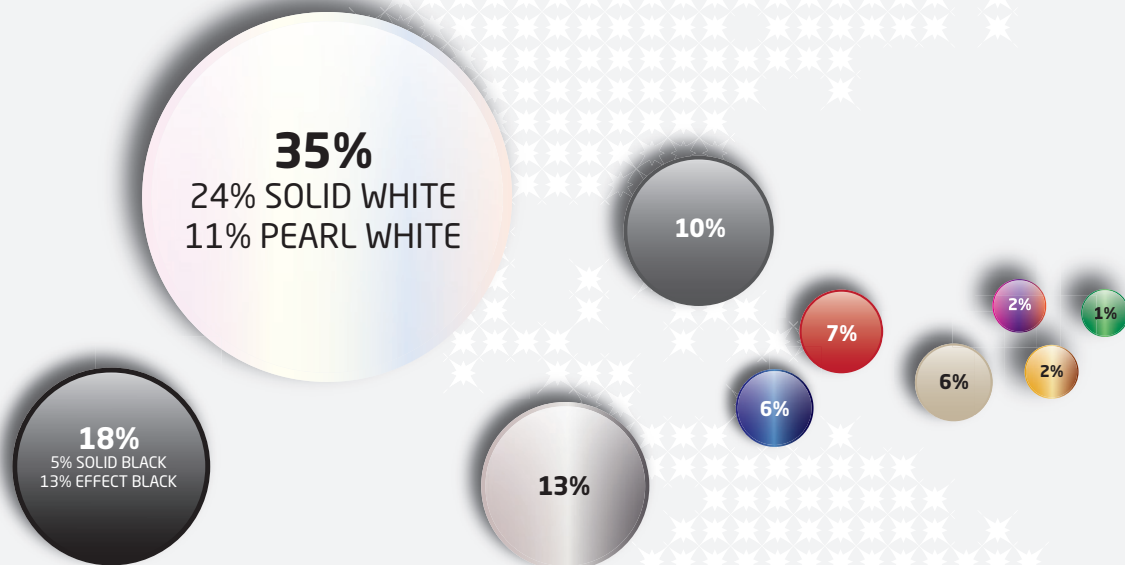
As a color leader, Axalta has been at the forefront of global automotive color design and trend evaluations for decades. Axalta convened the first-ever Color Advisory Committee in 1926 to craft colors specifically for cars. Over the years, Axalta's color experts have remained focused on partnering with vehicle manufacturers by keeping a finger on the pulse of industry trends and forecasting the designs and color preferences that will engage consumers in the years to come.

Color draws the eye and is often a key factor in purchasing a vehicle. But Axalta delivers more than a colorful, beautiful finish. Our coatings are formulated to enable beautiful colors to endure by protecting the finish against the fading forces of UV rays, tough road conditions, and the effects of harsh weather. Providing durability and beautiful effects are both part of Axalta's promise to our customers.



The inaugural North American Automotive Color of the Year for 2015 was *Radiant Red*.

## WORLD COLOR POPULARITY



# Highlights of what buyers around the world preferred in 2015.

## World Colors

- At a remarkable 35 percent, white is the most popular color on vehicles, marking the fifth consecutive year it has led.
- Silver leveled out after declining for four years and remains at 13 percent.
- Blue remained steady over 2014, while other rich colors fell off.

## North America

- Since 2007, white has been the top color in this region, totaling 27 percent in 2015, a gain of two percentage points.
- Blue increased in popularity to a total of eight percent of sales due to increased use of the color on compact/sport and intermediate/crossover utility vehicles (CUVs).
- At 11 percent, no region likes red more; but South America comes in a close second at 10 percent.
- Axalta's 2015 North American Automotive Color of the Year, *Radiant Red*, reflected the preference of red among consumers in the region.

## South America

- At 37 percent, white is the region's most popular color.
- Silver is the second-most popular at 23 percent.
- Red jumped eight percentage points over 2014 levels.

## Europe

- The overall color rankings remained the same compared to 2014. Small changes are evident, as white pearl increased by two percentage points and gray fell by one.
- Blue comes in at nine percent with much interest in mid-shade blues.
- Holding 21 percent of the market, no region likes black more.

## Russia

- Green dropped by four percentage points compared to 2014, one of the biggest declines.
- White jumped by six percentage points to 29 percent.
- Black gained seven percentage points, more than any other color in Russia.

## Asia

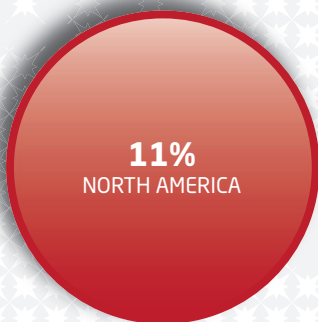
- The region experienced a 10 percent year-over-year drop in gray vehicles.
- Up 11 percent from last year, white is the most popular color across the region at 41 percent.
- In China alone, white gained in popularity by 19 percentage points.
- The region showed a three percent increase in beige/brown.

## Africa

- White leads at almost half of all vehicles sold at 46 percent.
- Green could not do any worse with zero percent of sales.
- Black and beige/brown remained unchanged from 2014.

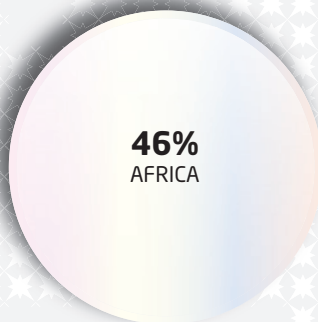
## COLOR POPULARITY BY REGION

### RED



11% NORTH AMERICA  
10% SOUTH AMERICA  
6% ASIA  
6% EUROPE  
5% RUSSIA  
5% AFRICA

### WHITE



46% AFRICA  
41% ASIA  
37% SOUTH AMERICA  
29% RUSSIA  
29% EUROPE  
27% NORTH AMERICA

### BLUE



9% EUROPE  
8% NORTH AMERICA  
8% RUSSIA  
6% AFRICA  
4% ASIA  
3% SOUTH AMERICA

### BLACK



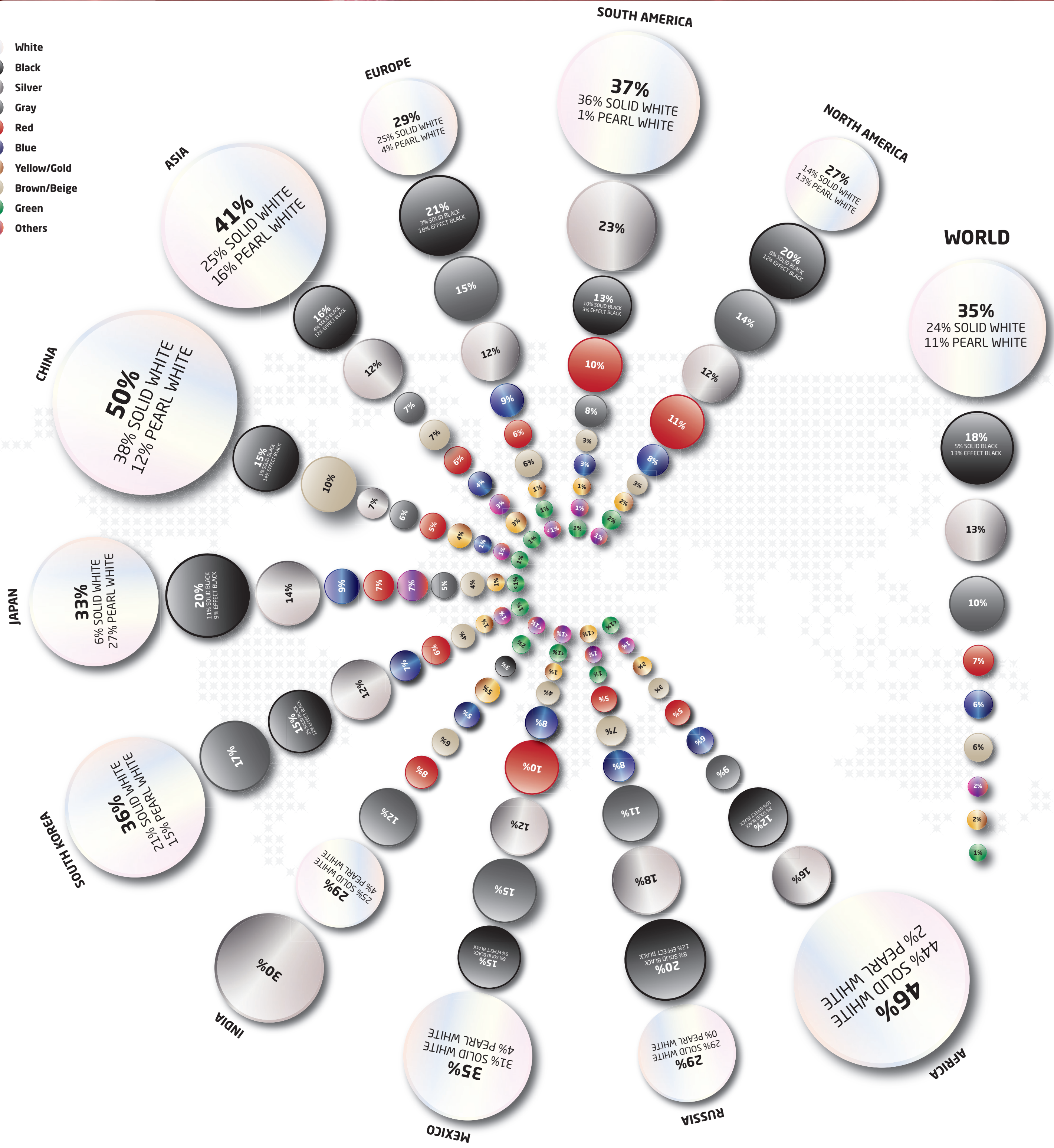
21% EUROPE  
20% NORTH AMERICA  
20% RUSSIA  
16% ASIA  
13% SOUTH AMERICA  
12% AFRICA



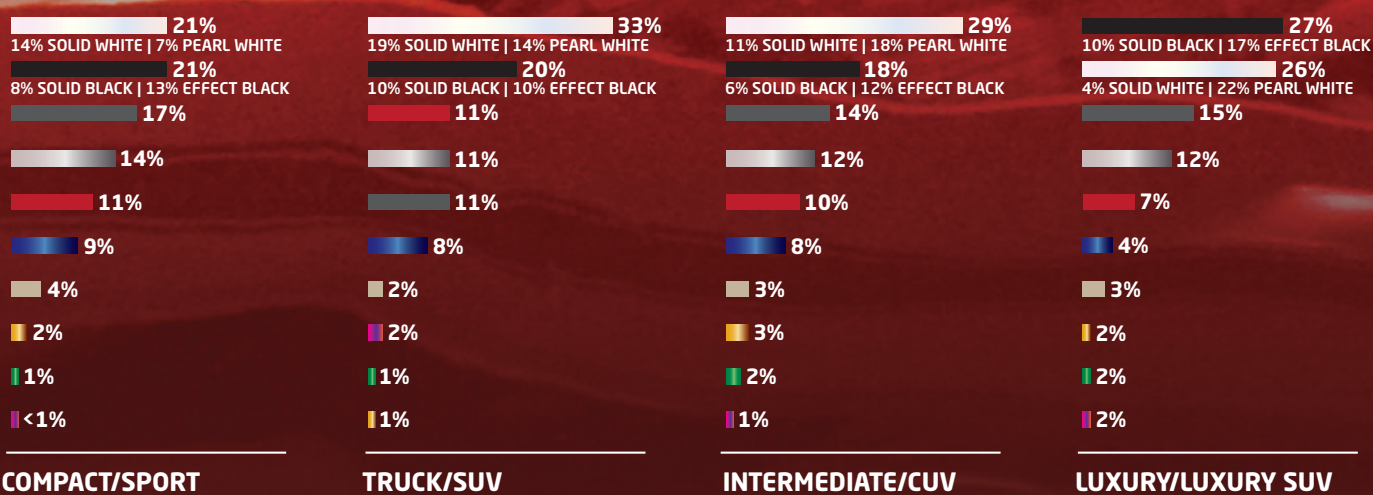
# Global Color Popularity 2015



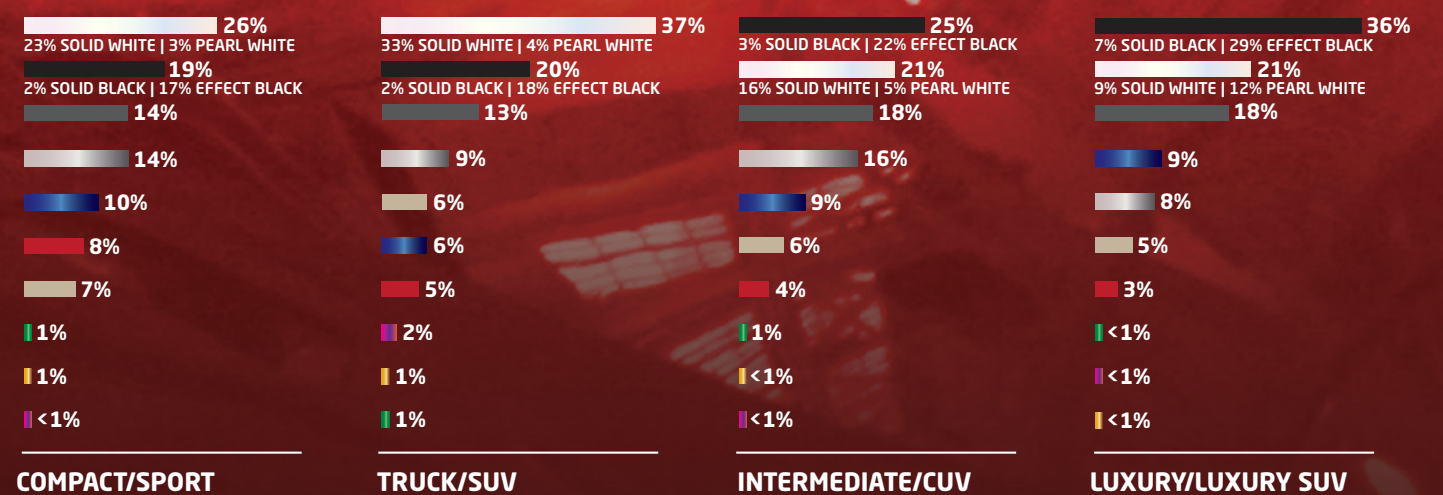
- White
- Black
- Silver
- Gray
- Red
- Blue
- Yellow/Gold
- Brown/Beige
- Green
- Others



## North America



## Europe



COMPACT/SPORT

TRUCK/SUV

INTERMEDIATE/CUV

LUXURY/LUXURY SUV

COMPACT/SPORT

TRUCK/SUV

INTERMEDIATE/CUV

LUXURY/LUXURY SUV



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