

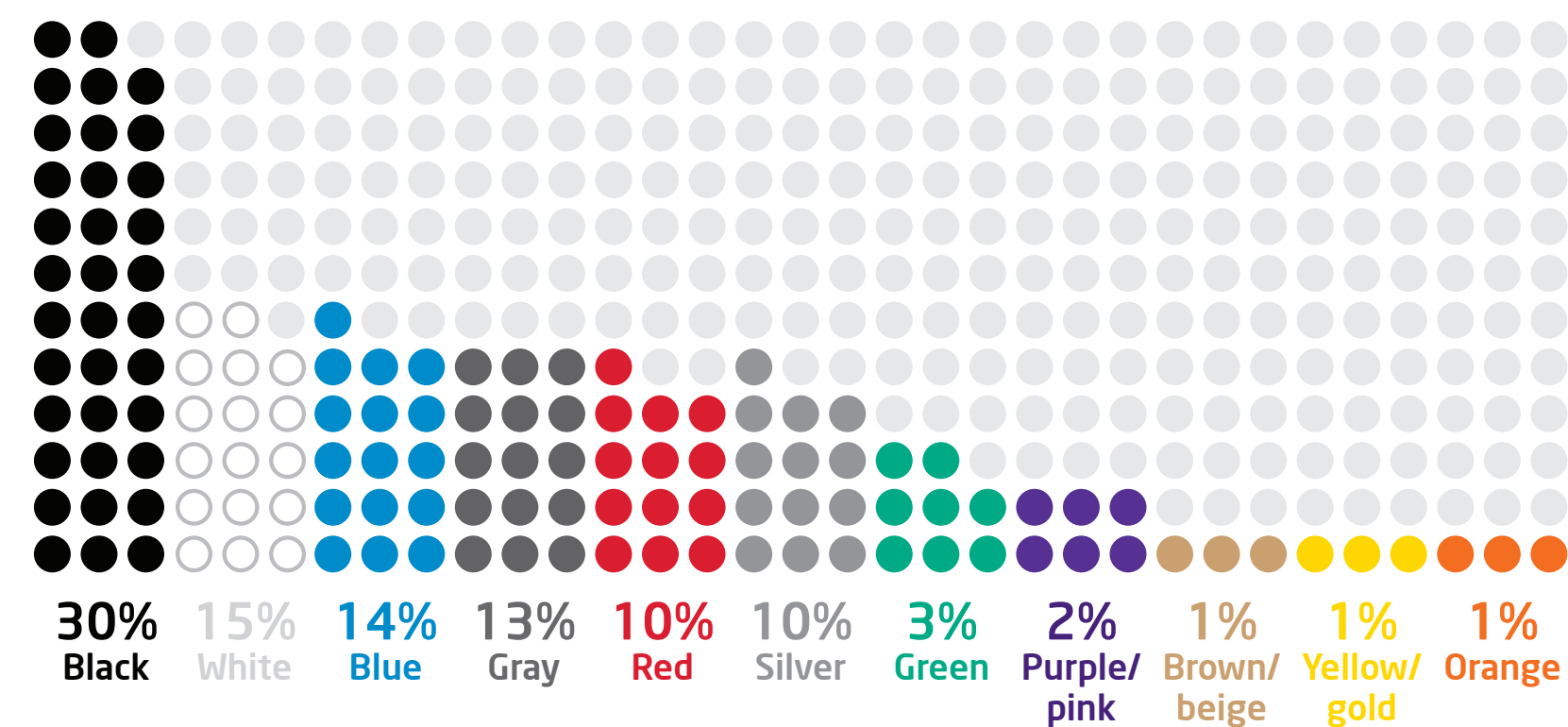


Automotive Color Preferences

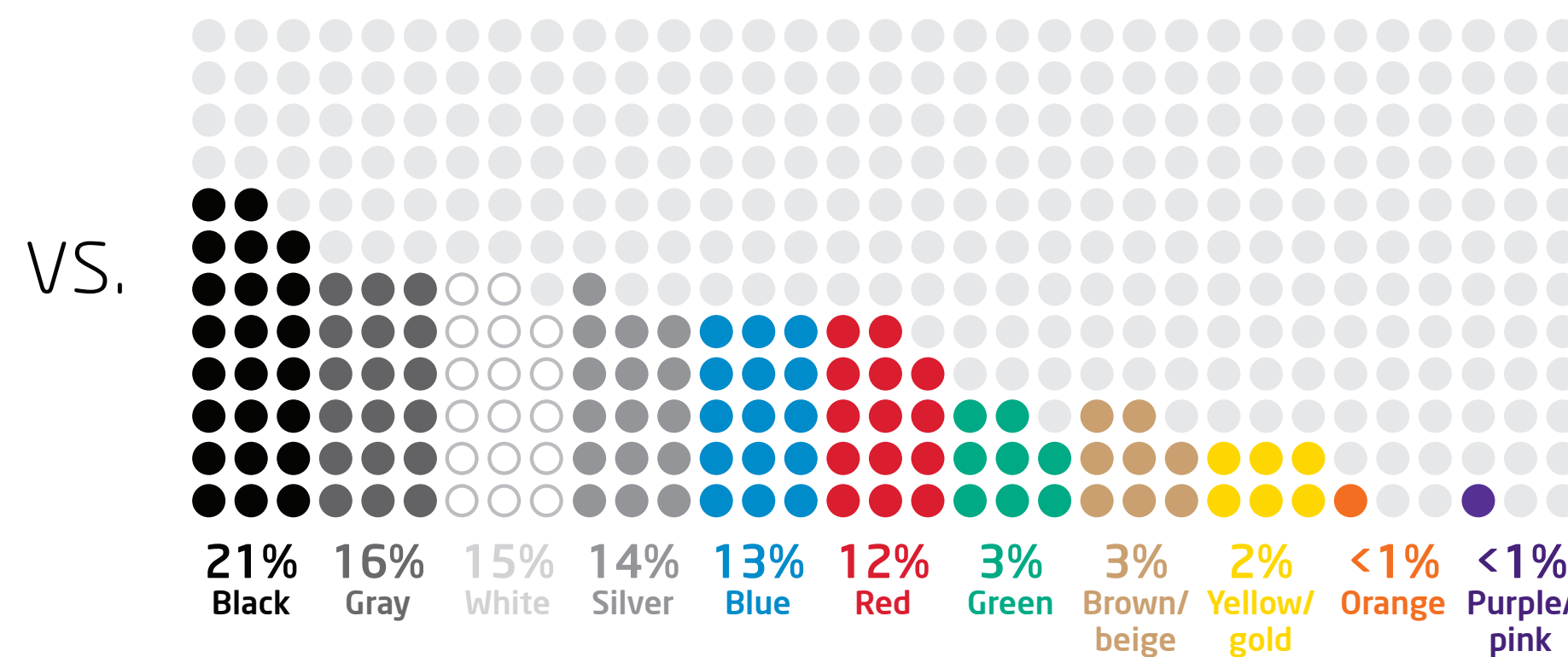
Axalta's 2021 Consumer Survey in USA*

*Opinion survey was conducted by Axalta in 2021 among 1,003 vehicle owners aged 25 to 60 located throughout the United States of America. For additional information about demographics and methodology, visit www.axalta.com/color

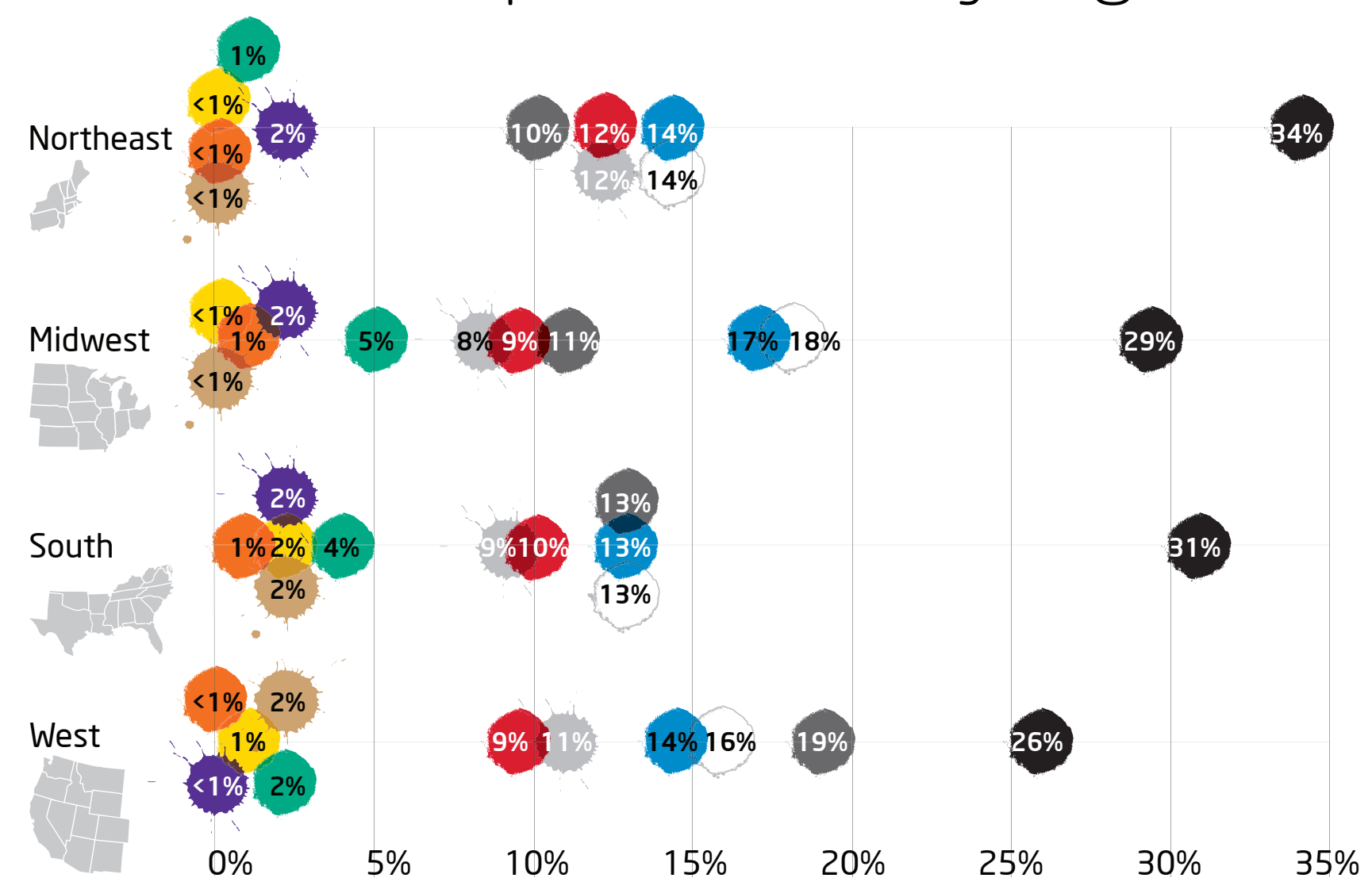
Favorite vehicle color



Color owned



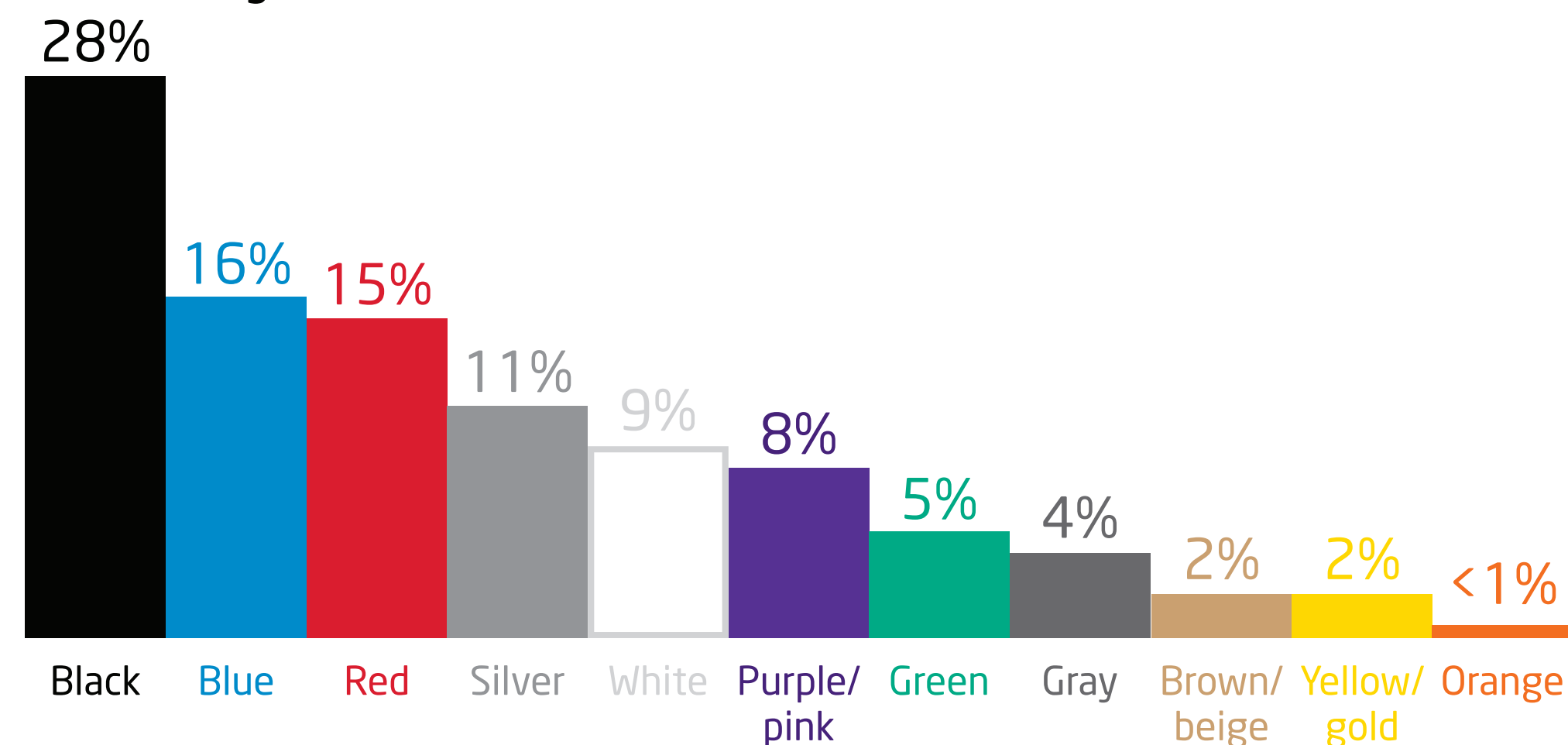
Vehicle color preference by region



25% would consider repainting their vehicle**

**Of those who would change the color, 72% said the reason was to renew appearance and keep the vehicle.

Color they would choose

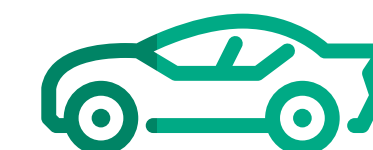


How important is color?



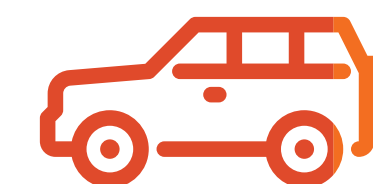
79%

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



33%

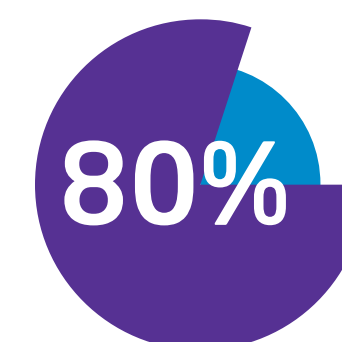
would change manufacturer choice if preferred color is not available



82%

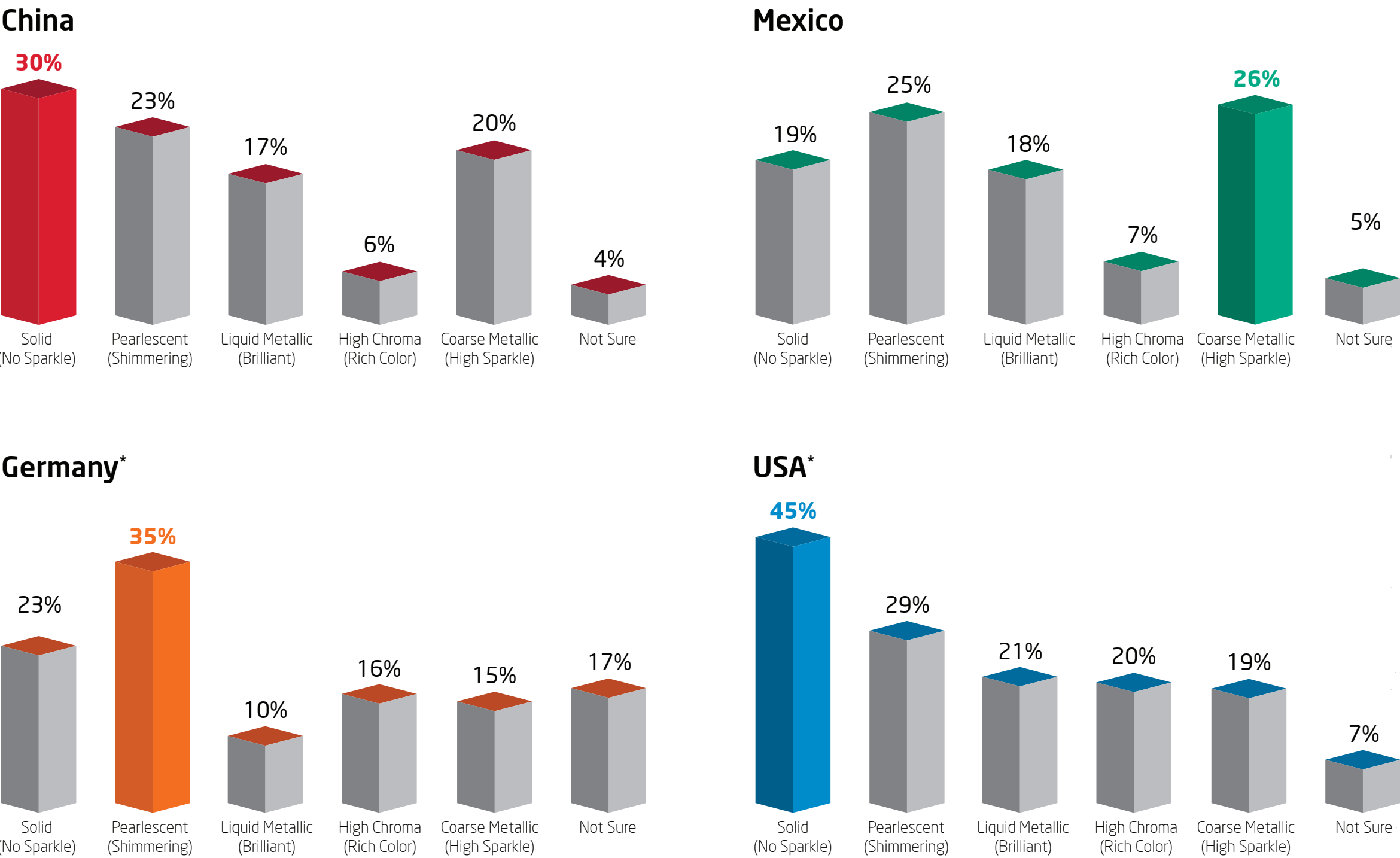
say vehicle color is an individual decision

Majority favor monochromatic vs. two-tone



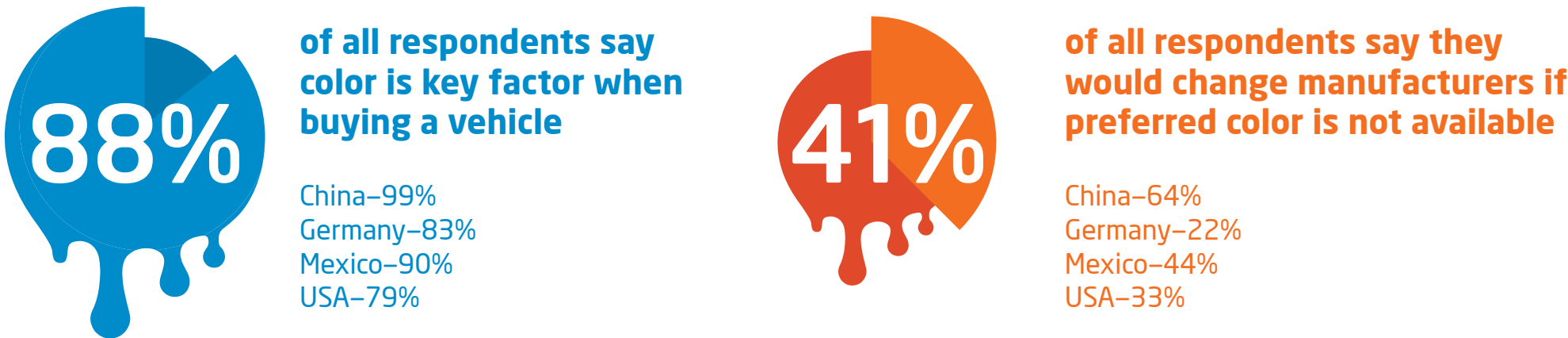
80% of respondents prefer monochromatic over two-tone

Paint finish preferences



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

Importance of color



Color and associated personality trait**

