



# interstandox

## Grey is the most popular car colour in Europe



Axalta has released the latest edition of its Global study of the most popular automotive colour popularity report (Global Automotive Colour Popularity Report). The top three of the favoured car colours Clearly shows that car buyers across Europe prefer neutral colours: Grey (24%), white (23%), Black (21%). Grey is thus the new leader in Europe. The car colour silver has lost its popularity last year with a loss of one percentage point (10%).

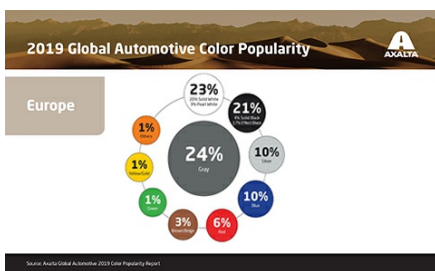
Axalta's annual report presents a new winner in Europe: Grey moved into first place in the rankings of the most popular car colours, stealing the top spot from long-term favourite white for the first time. The new favourite colour of Europeans, which comes in different shades ranging from natural to elegant and refined, saw a particularly large increase of five percent in the compact/sports car segment. This trend hasn't just developed overnight: In the previous year, grey saw a rise in popularity amongst SUV buyers.

### Blue brings colour into play

According to the Colour Popularity Report, the colour blue is on trend across Europe and places after the neutral colours white, black and grey in the rankings, with a share of ten percent. As a result, vehicles painted in blue are level with the colour silver on the popularity scale. Blue tones appear in spectacular shades, such as denim blue, ice blue, navy blue or blue-green ocean colours and add a colourful touch to the roads.



*Refined effects and pigments make the colour grey incredibly eye-catching.*



### Comprehensive colour popularity study

Since 1953, Axalta has published a global study of the most popular car colours, providing the most detailed and longest-running study on this topic. For Elke Dirks, Axalta Colour Designer for the Automotive OEM sector, the increasing popularity of grey comes as no surprise: "Grey represents objectivity, professionalism, style and elegance", she says. "A grey car signals that the driver does not need to draw attention to themselves with a bright colour". Thanks to new pigments and effects, this colour—which was previously rather unremarkable—is now often very stylish.

*Results of the Axalta 2019 Global Automotive Colour Popularity Report for Europe.*

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