

PPG Data Shows White Continues to Dominate as Most Popular Global Vehicle Colour

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- Manufacturers offer various effects across whites, blacks and greys.
- Consumers will have access to “high-depth” colours for 2015 models.
- Four palettes cover 63 new PPG colours introduced for 2017-2018 models.

TROY, Mich.--(BUSINESS WIRE)--Nov. 18, 2014-- PPG Industries (NYSE:PPG), the world's leading manufacturer of transportation coatings, today released its annual automotive colour popularity data, showing that white continues to be the most popular car colour globally based on 2014 automotive build data. (Additional materials regarding PPG's 2014 automotive colour data are available at newsroom.ppg.com/autocolor14.)

According to PPG's global data, white ranked first (up 3 percent from last year to 28 percent), followed by black (18 percent), and silver and grey tied for third (13 percent each). Silver's popularity continues to decrease across the globe, dropping seven percent over the last two years. In Europe, white remains most popular (25 percent), followed by black (15 percent) and grey (14 percent), and natural shades such as golds, beiges, yellows, oranges and browns continue to grow in popularity (12 percent).

“Car manufacturers across the world are continually seeking new ways to create a unique appearance for models and vehicle brands. As color selection takes place two or three years in advance of a model year, it is important for auto makers to combine color popularity with global consumer trends,” said Jane E. Harrington, PPG manager, colour styling, automotive OEM (original equipment manufacturer) coatings. “Today, automotive manufacturers can choose from a broad array of colours, a wide assortment of variations of conservative hues such as white, silver, black and grey, and distinct effects such as micas, glass flakes, fine bright aluminium and hue-shifting pigments.”

Trend highlights from the 2014 data for specific countries include:

- In France, white is most popular (30 percent), followed by grey (16 percent), silver (15 percent) and black (13 percent).
- In Germany, black is most popular (21 percent), followed by white (20 percent), grey (14 percent), natural shades such as golds, beiges, yellows, oranges and browns (14 percent), and silver (10 percent).
- In Italy, white is most popular (32 percent), followed by black (15 percent), other colours including two-tone vehicles (12 percent), and grey (10 percent).
- In Spain, white is most popular (28 percent), followed by grey (18 percent), natural shades (14 percent) and silver (11 percent).
- In the United Kingdom, white is most popular (19 percent), followed by grey (17 percent), natural shades (16 percent) and red (15 percent).

When looking at vehicle types across Europe, PPG found that half of luxury vehicles manufactured in 2014 were black and compact models were the most likely to feature red or blue shades.

Looking to 2015 models, Harrington said PPG believes drivers will continue to see an increase in natural tones such as coppers, oranges and browns. New models also may be influenced by metal tones such as bronze, pewter and rose gold, which have had a significant influence across fashion, jewellery, furniture and industrial design in recent years. In addition, consumers will have access to the same high-definition experience they now readily consume across entertainment platforms, with access to “high-depth” colour – a deeper, richer version of colour – especially in 2015 models that offer blues, reds and yellows.

PPG Automotive Colour Palettes for 2017-2018 Models

In response to continued demand for colour innovation in automotive coatings, PPG introduced 63 exterior shades to manufacturers for consideration in styling 2017-2018 model year vehicles. Titled “Elements,” the collection includes four palettes:

- **Good Life** captures the harmony between man-made and natural elements, emphasizing a spirit of respect for nature and simplicity, and enabling drivers to discover their best balance with life. The palette includes earth tones, golden yellows, weathered browns and foliage greens.
- **I'm Pulse** reflects the movement of consumers to take control of design through their connections via social media and the growing popularity of the “maker” movement. The palette includes bold bright hues, opaque pastels and urban neutrals.
- **Co-Leidescope** reflects the growing global eclecticism that is inclusive of ethnicities and cultures. The palette includes spicy-hot reds, gemstone greens, plum and indigo blues that create a bohemian flare.
- **Introsense** represents a new direction in minimalistic styling that blends clean, pared-down designs with a quiet nature. The palette includes

pale-washed blues, greens, corals and purples combined with light, nuanced neutrals.

PPG engages a network of more than 25 colour experts with a focus on automotive, architectural, aerospace and consumer-products markets. These specialists analyse design trends, consumer preferences and priorities across regional, cultural and global markets to determine factors that will influence future colour choices. The new colours and palettes introduced this year for automotive manufacturers reflect developments across these markets and influences.

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PPG Corporate Communications, EMEA

Ken Armistead, +441924354848

karmistead@ppg.com