



NEWS RELEASE

# Axalta Announces its Automotive Color of the Year 2017 – Gallant Gray

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CLINTON TOWNSHIP, Mich.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, is excited to announce its Automotive Color of the Year 2017 – Gallant Gray. This luxurious color is enhanced by blue and silver flakes that produce a unique sparkle effect and dark undertones that enrich the finish, adding sophistication. A year-long Color of the Year celebration will commence with a variety of events during the 2017 North American International Auto Show (NAIAS) Preview Days in Detroit including a video reveal at the EyesOn Design awards program on January 10, 2017. The color will also be prominently featured at the Axalta-sponsored Charity Preview on January 13, 2017 which raises funds to support services for children.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170105005877/en/>

Axalta introduces its Automotive Color of the Year 2017, Gallant Gray.

(Photo: Axalta)

Daily inspirations, coupled with extensive research, helped Axalta color designers and product experts select Gallant Gray as the

Automotive Color of the Year. A high percentage of the market is interested in a neutral palette and adding slight hints of hues can add life to these colors. Gallant Gray is designed to look spectacular on any size vehicle. The complex color is dark in value with various sparkling flakes that add depth and color.

“At Axalta, we monitor automotive trends and forecast how color tastes are changing in the automotive market,” said Nancy Lockhart – Axalta Global Color Marketing Manager. “We are pleased to partner with automakers by using our coatings to give their vehicles beauty and character, and we’re confident customers will appreciate Gallant Gray. With hints of blue and green, it exemplifies modernity and elegance. Taking everything into account, we think Gallant Gray is the new silver.”

Axalta’s recently released 2016 Global Automotive Color Popularity Report, which documents vehicle color trends

by geography, showed a rise in the popularity of gray shades around the world. Neutral colors have dominated the market over the last ten years. Although white and black maintained the top positions worldwide, gray is now tied with silver for third place at eleven percent. Gray leads silver in popularity in Europe (by six percent), North America (five percent), and South Korea (seven percent). Gray is most popular in Europe (17 percent), North America (16 percent), South Korea (19 percent), and India (12 percent). Axalta's Global Automotive Color Popularity report is in its 64th consecutive edition.

To learn more about Gallant Gray visit [axalta.com/color](http://axalta.com/color).

## About Axalta Coating Systems

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colorful, beautiful and sustainable solutions. From light OEM vehicles, commercial vehicles and refinish applications to electric motors, buildings and pipelines, our coatings are designed to prevent corrosion, increase productivity and enable the materials we coat to last longer. With 150 years of experience in the coatings industry, the approximately 12,800 people of Axalta continue to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit [axaltacoatingsystems.com](http://axaltacoatingsystems.com) and follow us @Axalta on **Twitter** and on **LinkedIn**.

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