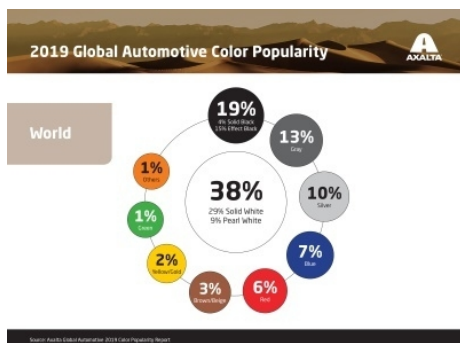




Read all about it

We are always busy - developing new products, presenting innovative ideas, promoting technical advances through media activities and at trade fairs. To find out more, follow one of the links below or go to axalta.com for Axalta news.



06-Nov-2019

Axalta Releases 67th Annual Global Automotive Color Popularity Report

Axalta today released its 67th annual Global Automotive Color Popularity Report, which reveals the top three automotive colours as: white (38%), black (19%), and grey (13%). White has been the top automotive colour worldwide since 2011.

[Read More](#)



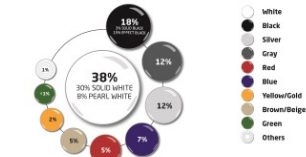
10-Jan-2019

Axalta Showcases Customization with Golden-Bronze "Sahara" as 2019 Automotive Color of the Year

For the first time in its five-year history, Axalta's Automotive Color of the Year is showcasing a color primed for vehicle customization both at manufacturing facilities and in the aftermarket. Sahara, a golden bronze tone, radiates warmth, richness and strength for vehicles of all sizes - especially the expanding global truck and SUV markets - and can serve as the principal color for two-tone possibilities including black roofs.

[Read More](#)

08-Jan-2019



Source: Axalta Global Automotive 2018 Color Popularity Report

Axalta's 2018 Automotive Color Popularity Report Shows White's Continued Global Preference on Vehicles at 38 Percent

Axalta today released its 66th annual Global Automotive Color Popularity Report which shows white as the global leader in consumer vehicle colour choice in 2018. At an astounding 38 percent, white held its top spot with a significant gap ahead of second-place black (18%) and a third-place tie between silver and grey (12%).

[Read More](#)



14-Nov-2018

Axalta to Increase Prices for Global Transportation Coatings

Axalta will initiate a global price increase for its Transportation coatings effective on December 1, 2018, or as contracts with customers permit. The increase will apply to light vehicle and commercial vehicle coatings.

[Read More](#)



26-Jan-2018

Axalta Unveils New Global Product Names

Axalta is introducing brand names for the principal coating layers supplied to its customers that manufacture light vehicles and automotive plastic parts. The addition of names will make it easier for customers to understand Axalta's product offerings in this key segment of the coatings industry as well as to differentiate better the company's technologies in the marketplace.

[Read More](#)