



# GLOBAL AUTOMOTIVE COLOR

2005 Popularity  
2006-2009 Trends



*The miracles of science™*

## Appetite for Color

For 2005, Silver Stays Strong  
Livelier Color Choices are on the Way

In its 53<sup>rd</sup> year, the 2005 DuPont Automotive Color Popularity Report captures the top vehicle colors offered by manufacturers that are most chosen by consumers.

This authoritative data is compiled worldwide and is used to understand today's color preferences as a baseline for predicting future trends. Inside is a poster-sized foldout that can be used as a quick reference to current auto color popularity around the world.

While silver continues its six-year reign as the number one color choice, it continues to decline in popularity in favor of a fuller palette of true, high-chroma colors. Silver also is giving way to its sister neutral color -- medium-dark gray.

Significant 5% gains were seen in 2005 for gray in complex formulations that show color infusions of various color hues. Black, often with metallic effects, also strengthened as the second most popular color in Asia and Europe.

With minor shifts -- blue, red and light-metallic brown held the



gains reported a year ago as startling yellow/gold and orange rounded out the top 10 colors in niche roles.

Trends to Watch for 2006-2009

Even as it wanes, silver's long reign as the world's most popular vehicle color is not yet over. Silver remains the emblematic color of new technology design. But today's creative technology consumers are demonstrating an increasing appetite for true color in the communications equipment, fashion, home furnishings and appliances they buy. Call it the "Techno-color" trend.

DuPont is now showing auto company designers and stylists more than 100 fresh, new colors, under the theme, "Appetite for Color", in line with future trends over the next three years.

We see silver crossing-over to new color spaces using tints in cool blue and green or warm, light brown metallic effects. Even gray will take on more hues in red, blue and purple. Stronger, chromatic color will be seen in light, medium and dark blues that are becoming particularly popular across vehicle segments. Warmer reds will cross with orange to create new color spaces. And while deep brown has been periodically picked as a luxury fashion color, new color highlights and grayed-off effects may finally push the color's attractiveness for more vehicle models.



All this, plus the increasing acceptance of bright yellow and orange, suggests that the trend toward mass personalization is upon us. And as smaller, more efficient vehicles gain market share, the need for colors that stand out will be even more apparent. Consumers are more optimistic and their appetite for color is increasing. They are proud of their vehicle choice and want to be seen in distinctive colors.

DuPont Science for Higher Productivity and Sales

New technology is at the heart of creating new, durable colors and effects that can be made more productive to apply yet command a higher price for a vehicle finish at retail.

- New pigment combinations, including those that create a hue-shift based on the viewing angle, allow greater freedom for creating new, distinctive color spaces.

The chemistries of these new pigments and topcoat formulations work together to deliver the durability today's consumers demand in their vehicle finish.

- Metallic and other finish effects are expanding.

From conventional aluminum in coarse or fine particles to newer mica and synthetic Xirallic<sup>®</sup> flake treatments, auto designers and stylists have more freedom to express unique effects in line with vehicle brand character.



- DuPont pioneered the first tri-coat finish, including basecoat, translucent mica pearl and clearcoat, using only one pass through the bake oven.

Today, this wet-on wet paint application technology has enabled economical two-tone paint jobs.

This novel DuPont technology was recognized with the auto industry's prestigious PACE award.

And soon, a new DuPont 3-Wet EcoConcept<sup>™</sup> technology could consolidate paint application lines for greater productivity and lower cost with major environmental benefits.

- DuPont keeps expanding what is possible to lower paint line emissions while increasing the durability of coating systems.

DuPont SuperSolids technology replaces solvent with up to 90% solids content for protective clearcoats that not only dramatically reduce VOC emissions but also improve scratch and mar resistance by more than 60%. This technology won the U.S. EPA Clean Air Excellence Award.

Function and Aesthetics

2006 DuPont Momentum Design Show

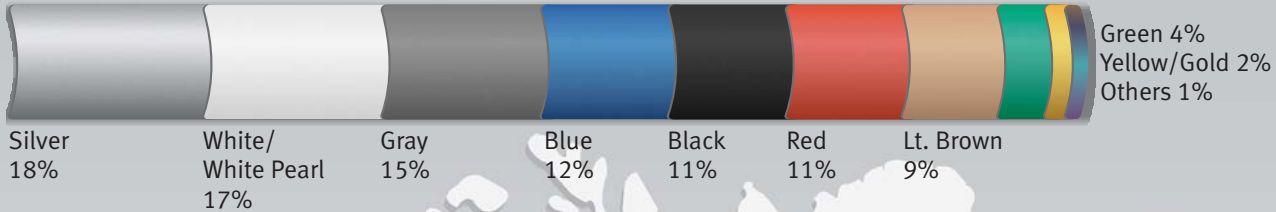
Driven by science and built on a tradition of innovation, DuPont offers an extensive materials palette to provide you with solutions that combine performance with aesthetics.



# Appetite for Color

# North America

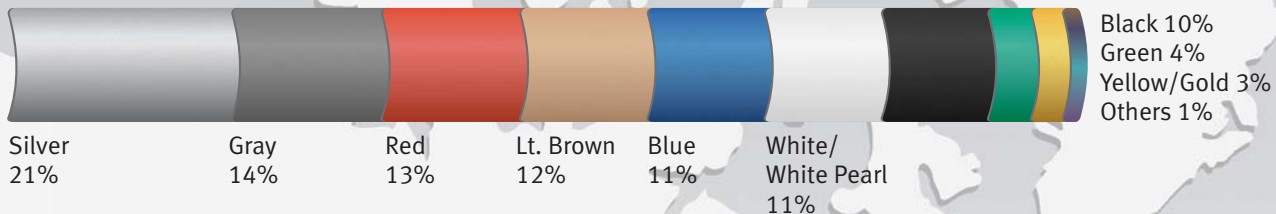
## OVERALL



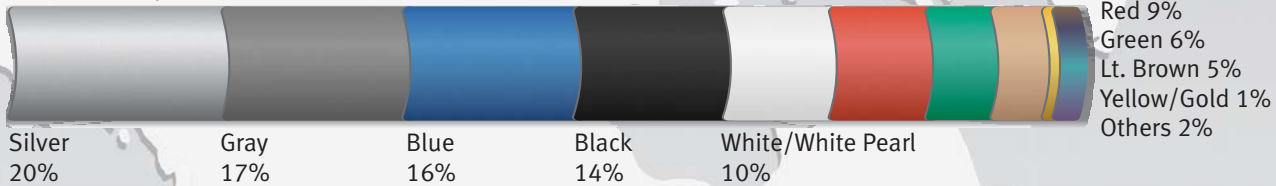
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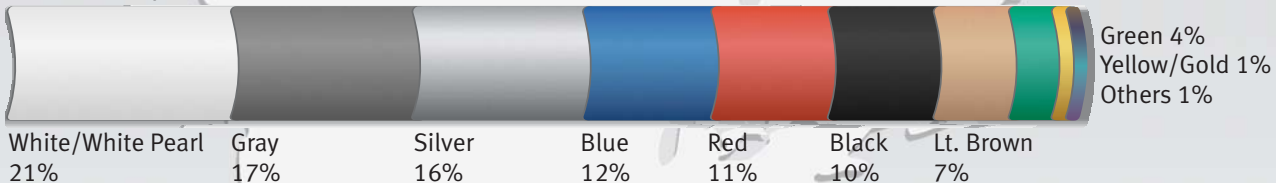
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## COMPACT/SPORT

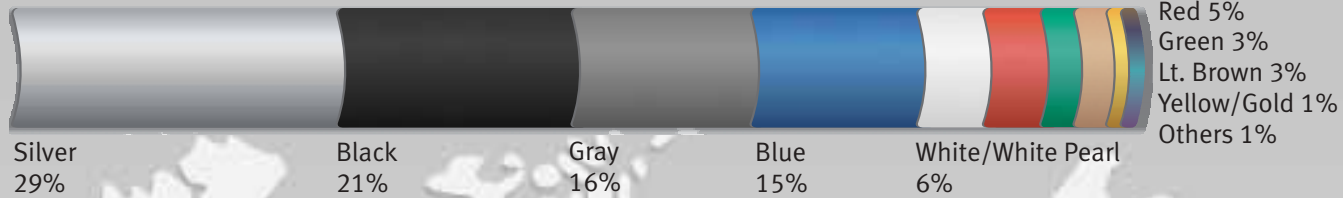


## LT. TRUCK/SUV

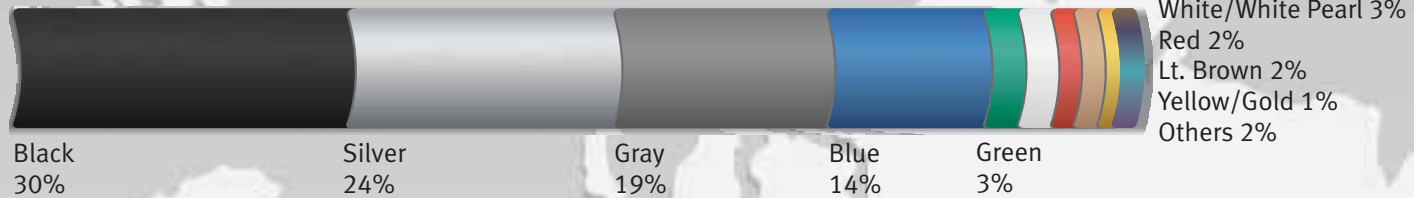


# Europe

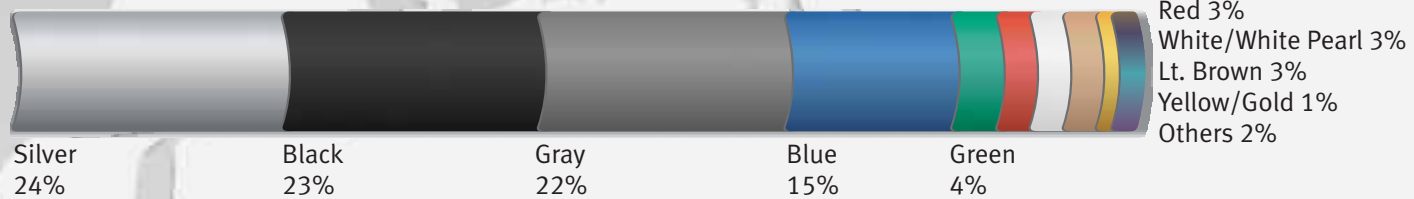
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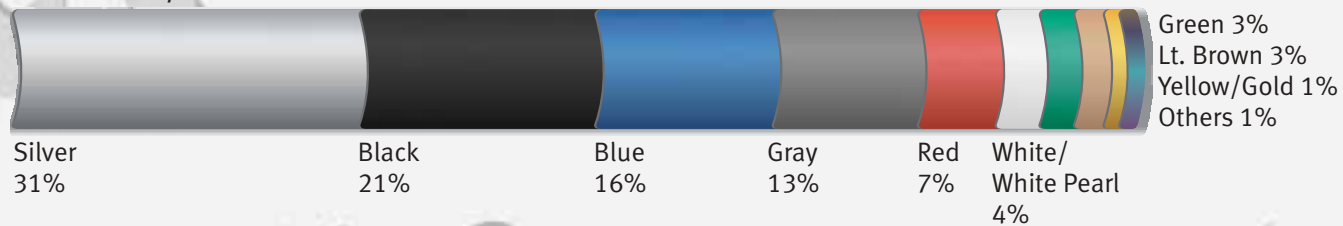
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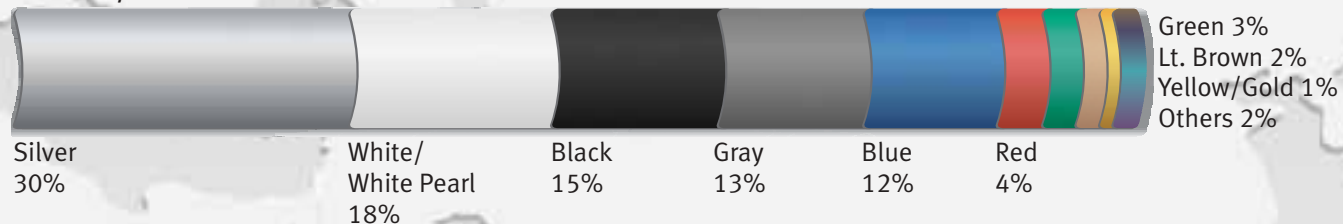
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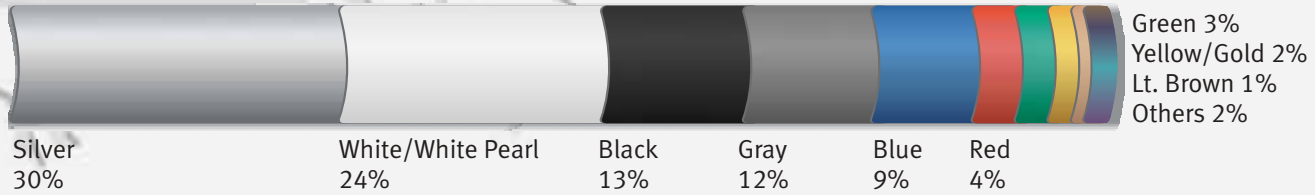


## TRUCK/SUV



# Asia

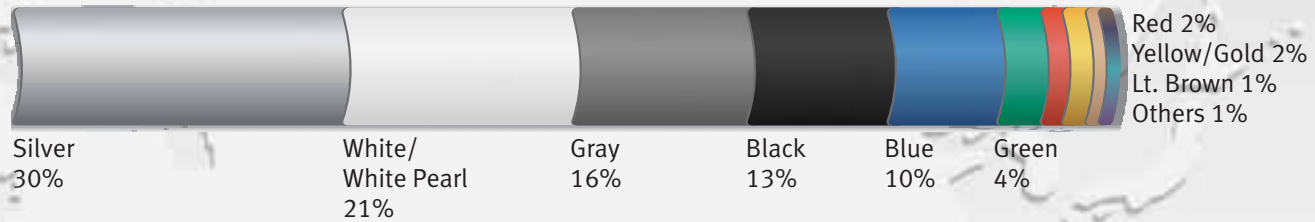
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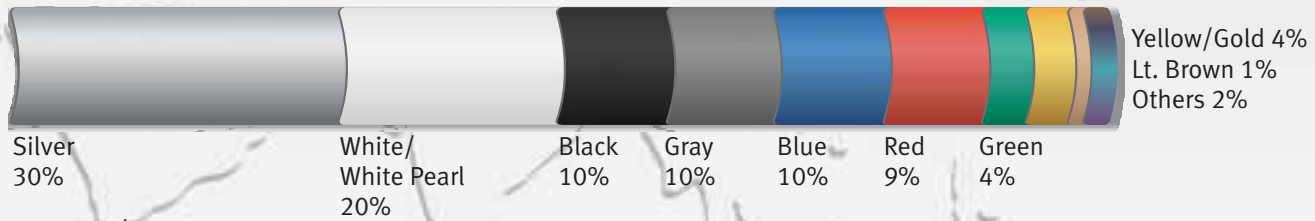
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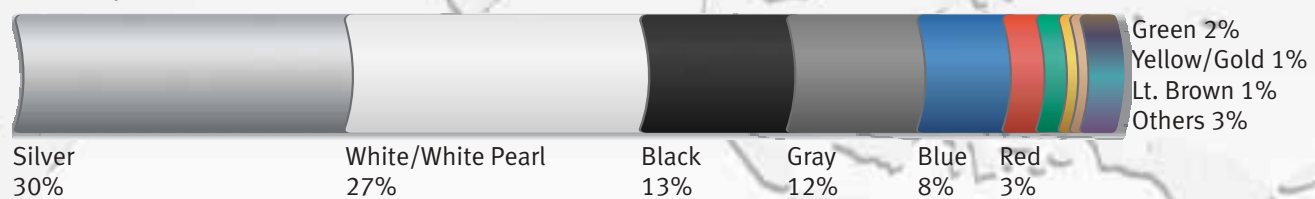
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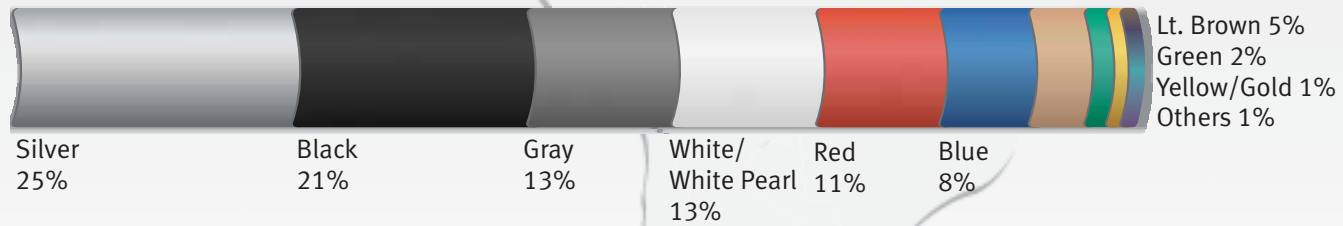


## TRUCK/SUV



# South America

OVERALL



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