THE COLOURS OF THE FUTURE

WHICH COLOURS ARE TRENDSING?

High gloss or matt? Pearl effect or deep brilliance? The colours that Elke Dirks and her team develop will appear on large numbers of new models launched by many car manufacturers.

The Colour Design Team of Axalta is constantly searching for new trends.

“We have noticed how much colour and effect have changed over the last few years.”

Elke Dirks, Axalta Automotive OEM Colour Designer

BRILLIANCE WITH GREAT DEPTH IS INCREASINGLY POPULAR

Deeply brilliant car colours are popular, which is why car manufacturers are continuing with the trend. We believe it will grow, and into other colours besides red, but it will be a while before we see these colours in the markets as trends can take a while to get to us.
WHITE IN DECLINE

White effect colours, including multi-coated pearlescents that are expensive and hard to repair, are seeing increased competition from new shades of white with a ceramic appearance.

MATT AND CHROME EFFECTS TRENDS

The demand for high gloss finishes is still on the rise as their deep brilliance produces intense effects. But OEM paints have to be particularly stable when used in production, so car manufacturers prefer to use matt paints or chrome mirror effects only for smaller or special coating jobs.

TRENDING: GLASS FLAKES
Glass flake pigments are added to the basecoat and refract the light to create an exceptional, glittering sparkle effect. There are a few OEM colours that contain glass flakes and refinishingers need a special mixing tint to repair them.