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Axalta Unveils Redefined as its 2027 Global Automotive Color of the Year

Deep ruby-red finish brings a new perspective to automotive color with a sophisticated, jewel-like character

PHILADELPHIA, Sept. 08, 2026 (GLOBE NEWSWIRE) -- Axalta Coating Systems (NYSE: AXTA), a leading global coatings company, today unveiled Redefined, its 2027 Global Automotive Color of the Year, live at Automechanika Frankfurt. A saturated, luminous ruby red, Redefined catches and reflects light with a subtle sparkle, creating unexpected depth and dimension and a sophisticated, jewel-like appearance.

Rooted in heritage but designed for today's world, Redefined reflects consumers' growing desire for vehicles that feel expressive and personal while remaining refined and enduring. The deep ruby-red finish offers a contemporary interpretation of an iconic automotive color, balancing the confidence and emotion associated with red with a distinctive character that feels modern and sophisticated.



"Redefined represents where we see automotive color going, expressive and individual, but

still refined and timeless," said Matthew Boland, Vice President of Global Refinish Technology at Axalta. "The deepness of the ruby tone combined with its luminosity and depth creates a color that comes alive with the vehicle. It's a great example of how we can take a familiar color and use the art and science of coatings to give it an entirely new perspective."

Inspired by the moments, memories and experiences that make every journey meaningful, Redefined celebrates the joy of discovery. Like finding an unexpected destination or a new road, the color is designed to reveal its character through the experience, creating a finish that feels personal, distinctive and enduring.

Redefined offers a contemporary evolution of the red that began Axalta's Global Automotive Color of the Year story with Radiant Red 13 years ago. Advances in pigments, effect technologies and color science have opened new possibilities for this iconic automotive color, allowing red to become richer, more dimensional and more sophisticated. Redefined reflects that evolution with a deep, luminous ruby tone and jewel-like character that feels distinctly modern while remaining rooted in Axalta's color heritage.

Axalta's global color experts draw on color science, consumer insights and global automotive and design trends to anticipate where color is heading and translate those insights into manufacturable coatings for vehicle manufacturers around the world.

For more information about Axalta's 2027 Global Automotive Color of the Year and the company's color capabilities, visit axalta.com/color.

About Axalta

Axalta is a global leader in the coatings industry, providing customers with innovative, colorful, beautiful and sustainable coatings solutions. From light vehicles, commercial vehicles and refinish applications to electric motors, building facades and other industrial applications, our coatings are designed to prevent corrosion, increase productivity and enhance durability. With more than 150 years of experience in the coatings industry, the global team at Axalta continues to find ways to serve our more than 100,000 customers in over 140 countries better every day with the finest coatings, application systems and technology. For more information visit axalta.com and follow us on [LinkedIn](#).

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/5e7b61e2-9a65-467f-9cb5-2079a73edc3c>



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Axalta's 2027 Global Automotive Color of the Year - Redefined



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