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Axalta Unveils Modern and Tech-savvy StarLite as its Automotive Color of the Year 2018

Bright and Sparkling are Top Trends of Today's Vehicles

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA) today announced the release of StarLite, its 2018 Automotive Color of the Year. StarLite is a modern, technology-savvy, premium color for vehicles of today and tomorrow. Borne from Axalta's ChromaDyne™ line of color coats developed for automotive OEMs, StarLite is a light and reflective hue that uses Axalta's tri-coat process which is formulated with synthetic pearl flakes to create an eye catching pearlescent effect. It is a sophisticated color that is designed to look great on all vehicle sizes while also providing functional benefits.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20180111005865/en/>



“From a popularity perspective, there will never be a better year to highlight StarLite as an automotive pacesetter,” said Nancy Lockhart, Axalta Global Color Marketing Manager. “While we see white cars everywhere, the rise in popularity of pearlescent pigments that reflect light underscores StarLite’s role as a modern, luxury color.”

Axalta Coating Systems reveals its 2018 Automotive Color of the Year, StarLite. (Photo: Axalta)

Axalta's recently released 2017 Global

Automotive Color Popularity Report, which documents vehicle color trends by geography, reported white as the number one color in the world for the seventh consecutive year. Globally, nearly 40 percent of buyers chose white in 2017, which is up two full percentage points from 2016. White surpassed black, the second most popular color globally by 23 percent. Pearlescent white, the category that includes StarLite, grew four percentage points to 13 percent overall in 2017.

“Highly reflective colors can contribute to the functionality of driverless vehicles because lighter colors, like StarLite, are more easily detectable by LIDAR (Light Detection and Ranging) systems,” Lockhart continued. “So, while StarLite may not apply to all autonomous detection systems, Axalta believes these shades will become increasingly important to automakers.”

Automakers consider many factors when designing a vehicle, including how to protect it from harsh road conditions and environments, safety, emission outputs and fuel efficiency. Researchers at the Berkeley Lab’s Energy Technologies Area showed [how a vehicle’s color affects fuel economy](#) and emissions. Berkeley Lab’s tests found that using white or similar paint instead of black paint could enable manufacturers to downsize a car’s air conditioner and raise fuel economy by 2.0 percent, decrease CO₂ emissions by 1.9 percent, and reduce other automotive emissions by about 1 percent.

“This research appears to support what we felt all along; StarLite is a cool color,” added Lockhart.

Axalta will kick off the celebration of StarLite during the 2018 North American International Auto Show (NAIAS) Preview Days in Detroit. NAIAS highlights include a video reveal at the notable EyesOn Design awards program on Tuesday, January 16, 2018. The color will also prominently feature at the Axalta-sponsored Charity Preview on Friday, January 19, which is the largest single-night fundraiser in the United States.

Axalta has more than 150 years of experience in the coatings industry and a history of color ingenuity. The Automotive Color of the Year is selected by our color designers and product experts who take inspiration from culture, fashion, nature and our [Global Automotive Color Popularity Report](#). The report, now in its sixty-fifth year, highlights automotive color choices and forecasts trends around the world. It is both the longest running and most comprehensive report of its kind.

For more on StarLite, visit axaltacs.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 more than 150 years of experience in the coatings industry, the approximately 13,600 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 axalta.com and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

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