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Announcing Axalta's 2021 Global Automotive Color of the Year: ElectroLight

Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, announced its 2021 Global Automotive Color of the Year – ElectroLight.

ElectroLight is an expressively refreshing green-yellow hue with inspired bold, contemporary flavours that echo style, energy and flair. The unique personality of ElectroLight evokes a blend of sporty design elements with functional performance and offers great versatility when combined with two-tone charcoal colour accents or matte finishes on a variety of mobility solutions. Furthermore, ElectroLight is formulated with reflective properties that make it highly visible to light detection and ranging (LiDAR) systems, while its layer structure and pigment content are easily transmissible by radio detection and ranging (RADAR) systems.

"Offering innovative products that are ahead of the curve is what we live and breathe every day at Axalta," said Hadi Awada, a senior vice president at Axalta. "ElectroLight is another step towards illuminating a path for a green future for all types of vehicles, including autonomous vehicles. Formulated with mobility-sensing technology in mind, ElectroLight combines a passion for individualisation with coating science into a functional, expressive and dynamic colour."

Fully autonomous vehicles are closer than ever to becoming a reality and will increasingly rely on LiDAR and RADAR technology to see and to interact with the world around them. ElectroLight meets industry safety standards and improves the performance of both types of systems, making it a stand-out colour option in both trend and technology.

While Axalta's [2020 Global Automotive Color Popularity Report](#) shows that white remains the most frequently purchased automotive colour globally, interest in automotive colours with a more customised and personalised look are becoming increasingly desired by consumers. Green has influenced both blue and yellow colour palettes in today's vehicle market trends, driving colours into a more ecocentric theme. This includes Sea Glass – a green-shade of blue and Axalta's [2020 Global Automotive Color of the Year](#) – and now [ElectroLight](#) – a yellow shade of green.

Nancy Lockhart, global product manager of colour at Axalta, says, "Our 2021 colour evokes sustainability, happiness and safety. ElectroLight is at the forefront of today's colour trends, while also anticipating emerging technology advances. Consumers are looking for a breakout colour and ElectroLight manifests this, while bringing a progressive approach to automotive styling and design."

Axalta leads the coatings industry in mobility coatings and waterborne technology, offering products that are easy to apply and that deliver outstanding performance properties at variable gloss levels. These environmentally-responsible systems provide low volatile organic compound (VOC) products and efficient solutions for all applications from snowmobiles to light vehicles, amusement park rides and more.

Axalta actively works to continue to provide innovative colour choices for automotive buyers and refinishers that are at the leading edge of design and to create conceptual colours that are aesthetically and functionally beneficial to vehicle surfaces. Visit [axalta.com/color](https://www.axalta.com/color) for more information on ElectroLight.

About Standox

Standox, a global refinish coating brand from Axalta, is the best choice for professional refinishers. Customers can rely on Standox to achieve the best quality results, every time, accurately and quickly. As a brand manufactured in Wuppertal, Germany, Standox ensures our customers are ready for future digitalisation by improving workflow and work processes with digital tools. Standox further supports customers not only with relevant market insights but also work provision thanks to extensive approvals from car manufacturers as well as fleet, lease and insurance companies, which reflect the brand's position as a leading partner to the automotive industry. Standox – the art of refinishing.

http://www.axaltacoatingsystems.com/content/standox_corporate/en_GB/about-us/news/announcing-axalta-s-2021-global-automotive-color-of-the-year--el.print.html