

2006 DuPont Automotive International Color Popularity Survey Results

By global region

Numbers reflect the percentage of vehicles manufactured during the 2006 model year in North America, South America, Europe and Asia. Percentages are rounded.

North America

Rank	Color	2006	2005
1	Silver	19%	18%
2	White	16%	17%*
3	Gray	13%	15%
4	Black	13%	11%
5	Blue	11%	12%
6	Red	11%	11%
7	Light Brown	7%	9%
8	Green	4%	4%
9	White Pearl	3%	n/a*
10	Yellow/ Gold	3%	2%

*White and white pearl were combined in the 2005 Color Popularity Study North American findings

Europe

Rank	Color	2006	2005
1	Silver	28%	29%
2	Black	24%	21%
3	Gray	16%	16%
4	Blue	13%	15%
5	Red	6%	5%
6	Light Brown	4%	3%
7	White/ White Pearl	4%	6%
8	Green	3%	3%
9	Yellow/ Gold	1%	1%
10	Others	1%	1%

South America

Rank	Color	2006	2005
1	Silver	26%	25%
2	Black	20%	21%
3	Gray	14%	13%
4	White	11%	13%
5	Red	10%	11%
6	Blue	8%	8%
7	Light Brown	7%	5%
8	Green	2%	2%
9	Yellow/ Gold	1%	1%
10	Others	1%	1%

China

Rank	Color	2006	2005
1	Silver	24%	n/a
2	Black	19%	n/a
3	Blue	17%	n/a
4	White/ White Pearl	16%	n/a
5	Red	9%	n/a
6	Yellow/ Gold	7%	n/a
7	Green	4%	n/a
8	Gray	3%	n/a
9	Others	1%	n/a

South Korea

Rank	Color	2006	2005
1	Silver	21%	n/a
2	Black	20%	n/a
3	Gray	19%	n/a
4	White/ White Pearl	18%	n/a
5	Blue	9%	n/a
6	Light Brown	7%	n/a
7	Red	6%	n/a
8	Others	<1%	n/a

Japan

Rank	Color	2006	2005
1	Silver	27%	n/a
2	White/ White Pearl	24%	n/a
3	Black	16%	n/a
4	Gray	12%	n/a
5	Blue	10%	n/a
6	Red	3%	n/a
7	Green	2%	n/a
8	Yellow/ Gold	2%	n/a
9	Light Brown	2%	n/a
10	Others	2%	n/a

2006 DuPont Automotive Color Popularity Survey Results

By vehicle market – North America

Percentages are rounded by main color families relative to vehicles manufactured during the 2006 model year in North America.

Luxury

Rank	Color	2006	2005
1	Black	22%	16%
2	Silver	16%	20%
3	White Pearl	14%	18%*
4	Gray	12%	5%
5	White	11%	n/a*
6	Blue	7%	13%
7	Red	7%	7%
8	Yellow/ Gold	6%	6%
9	Green	3%	5%
10	Light Brown	2%	10%
11	Others	<1%	1%

Intermediate

Rank	Color	2006	2005
1	Silver	25%	21%
2	Blue	13%	11%
3	Gray	12%	14%
4	Black	10%	10%
5	Red	10%	13%
6	Light Brown	10%	12%
7	White	8%	11%*
8	Green	4%	4%
9	Yellow/ Gold	4%	3%
10	White Pearl	4%	n/a*
11	Others	<1%	1%

Compact/ Sport

Rank	Color	2006	2005
1	Silver	18%	20%
2	Gray	15%	17%
3	Black	15%	14%
4	Red	15%	9%
5	Blue	13%	16%
6	White	10%	10%*
7	Light Brown	6%	5%
9	Yellow/ Gold	4%	1%
10	Green	2%	6%
11	Others	2%	2%

Light Truck/ SUV

Rank	Color	2006	2005
1	White	25%	21%*
2	Silver	16%	16%
3	Gray	13%	17%
4	Black	13%	10%
5	Red	11%	11%
6	Blue	10%	12%
7	Light Brown	6%	7%
8	Green	4%	4%
9	Yellow/ Gold	1%	1%
10	White Pearl	1%	n/a*
11	Others	<1%	1%

*White and white pearl were combined in the 2005 Color Popularity Study North American findings