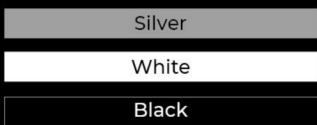


Popular Paint Colors That Will Turn Heads This Fall and Winter

Kelley Bluebook experts think today's trendy vehicle colors could increase popularity to buyers five years from now.¹ Studies suggest the color of your vehicle has a real impact on the value it retains as it ages.

Less popular colors = faster depreciation
 Popular colors = slower depreciation

MOST STABLE COLORS BY VALUATION



MOST UNWANTED COLORS BY VALUATION



ROUGHLY HALF OF ALL VEHICLES ARE ONE OF THOSE THREE STABLE COLORS



SO, WHAT COLORS OUTSIDE OF THE TYPICAL BLACK, WHITE AND SILVER COULD BE TRENDING IN 2021?

Jewel Tones

Winter and fall fashions bring jewel-toned sweaters; the same could be said for cars, trucks and SUVs.

Deep Shades

If you were in an art class, you'd say these shades have a touch more red or blue in them than a vibrant orange hue or neon tinge.



Earth Tones

Colors you'd normally find in a desert or forest landscape are making an appearance on the road.

Metallics

Metal and steel represent industry, technology and forward thinking, while also conjuring images of history and glamour.

