

Metallic Black Named Autotrader 2015 Car Color of the Year

Autotrader car shopping searches show one in four cars searched on Autotrader are black

NEW YORK, Sept. 14, 2015 /PRNewswire/ -- Today, Autotrader named Metallic Black as the 2015 Car Color of the Year at New York Fashion Week's KIA STYLE360. This announcement is based on site search activity between January and June 2015.

To commemorate this occasion, Autotrader collaborated with artist Natalie Dee and SUPER BLACK® Lacquers to develop a limited run of Autotrader™ Black nail polish, a metallic black color based upon the 2015 most-searched black cars, including the 2015 Ford F-150, 2015 Chevrolet Silverado 1500 and 2015 Jeep Wrangler.

"We found that one in four new cars searched on Autotrader were black, and it's no surprise," said **Tara Trompeter**, managing editor at Autotrader. "This metallic black we're seeing dominate the roads mimics the glam we expect to see coming down the runway. The automotive industry is back, and people are more likely to buy cars that reflect their personalities, the same way they do with fashion and accessories. And everyone knows it doesn't get more classic than black."

Color, as it turns out, can make or break a sale. More than three-quarters of Autotrader shoppers surveyed would delay purchase if the vehicle they wanted was not available in the color they wanted.

"The slick, shiny nature of well-executed black paint can lend a classy or upscale vibe even to less expensive cars," said **Brian Moody, executive editor at Autotrader**. "Bold colors like black are often popular because they're timeless – think little black dress or the enduring style of a black tuxedo. Unlike black, white or silver, bright colors or colors tied to current trends tend to look dated sooner. In the 1990s various shades of aqua and purple were popular for a short period, but those temporarily popular colors seemed inextricably tied to the era – that can sometimes lead to lower resale value as fewer used car shoppers are looking for bright colors like orange and yellow. Colors like black can keep even an older, well maintained used car looking contemporary given that the color is not tied to any one period of time and given the timelessness of black."

Autotrader experts will be available during 2015 New York Fashion Week's KIA STYLE360 to discuss the results of this study, and credentialed media attending the show are encouraged to stop by the Autotrader Color Lounge inside Metropolitan West for an Autotrader Color of the Year Manicure Refresh. Media not attending the show can contact the Autotrader PR team for more information and to arrange interviews.

The full list of most popular black models on Autotrader follows:

June 2015 Rank	Make	Model
Overall		
1	Ford	F-150
2	Chevrolet	Silverado 1500
3	Jeep	Wrangler
Non-Luxury		
1	Chevrolet	Silverado 1500
2	Ford	F-150
3	Toyota	Tundra
Luxury		
1	BMW	X5
2	Mercedes-Benz	S550
3	Cadillac	CTS

About the Results

Between January and June 2015, Autotrader collected vehicle search data to learn how car colors impact consumer preferences and car shopping behaviors. Autotrader used site search data to learn the most searched for car color in 2015 and compared it against most searched-for vehicles to arrive at the car color of the year. Additionally, between August 20th through August 24th, 594 Autotrader site visitors completed a Quick Poll survey displayed on the Autotrader home page regarding their car color preferences.

About [Autotrader](#)

Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience.

Autotrader is wholly owned by Cox Automotive which owns Kelley Blue Book (KBB.com®), Manheim Auctions, Dealertrack® and a portfolio of software companies that optimize inventory and advertising online. Cox Automotive is a subsidiary of Cox Enterprises. For more information, please visit <http://press.autotrader.com>.

About Super Black

SUPER BLACK® Lacquers was founded in 2012 by comic blogger Natalie Dee in Columbus, Ohio. All SUPER BLACK® Lacquers are formulated, mixed, and bottled by hand with a focus on quality to ensure all polishes are beautiful and full-coverage in 2-3 coats. All SUPER BLACK® Lacquers are 4-Free, which means 4 of the most hazardous materials commonly used in nail polish are omitted from each bottle. For more information, please visit <http://superblacklacquers.com>.

Logo - <http://photos.prnewswire.com/prnh/20150316/181852LOGO>

SOURCE Autotrader

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