

EUROPE'S NEW FAVE CAR COLOUR?

For some people, choosing a car colour can be as important as what car they drive.

So far in 2019, across Europe, most Ford drivers have gone for grey. But there is growing demand for all things blue.

BLUE CHIP

Paint companies are selecting blue shades as their colours of the year.

The fashion industry predicts blue will dominate spring/summer looks, and designers see navy and porcelain as key colours for 2020.

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Blue is a colour often associated with balance, it echoes parts of the natural world. At times of social and political unease, this colour space could feel like a safe haven. It is increasingly associated with mindfulness, environmental awareness and future mobility. Choosing blue is a way of showing optimism and openness, a desire for harmony.

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Colour and material design supervisor
Julie Francis - Ford of Europe

MAKING WAVES

Colour experts predict that **2020** will be all about the sea.

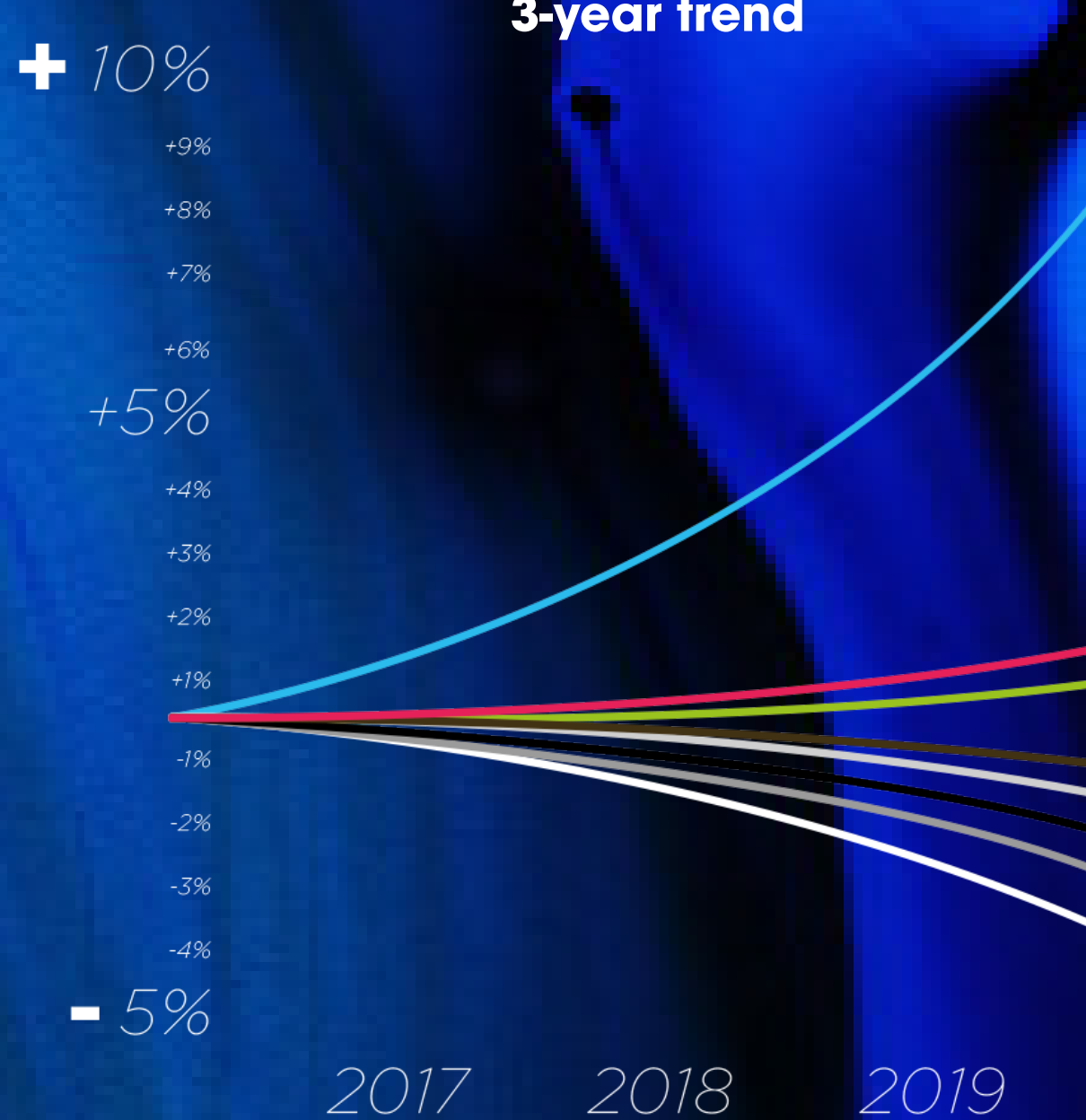
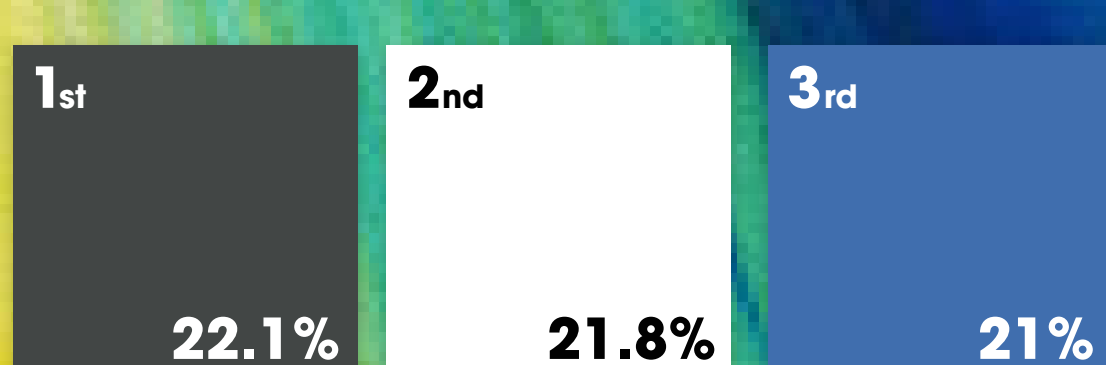
Colour choices will reflect nature, show optimism and demonstrate the collective desire for positive change.

FUN FACT

Between 8 and 10 per cent of people worldwide have blue eyes.

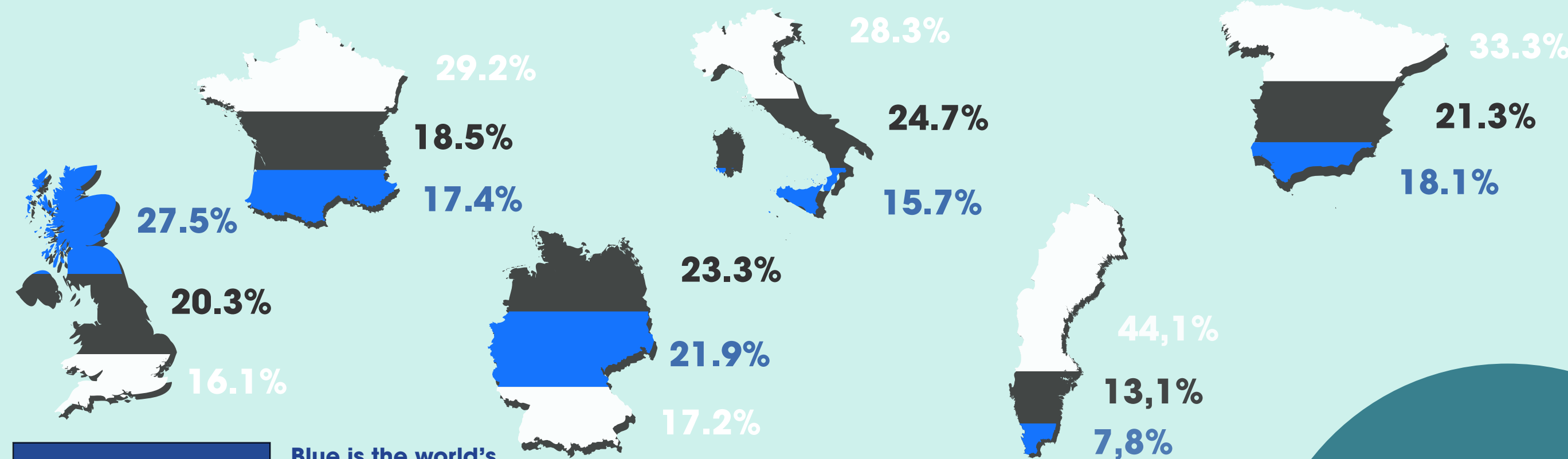
Grey shades it – for now

The most popular colour for passenger vehicles looks set to retain its crown in 2019 – but blue is gaining ground fast.*



OUT OF THE BLUE

Blue is already the No. 1 colour for passenger vehicles in the UK.*



FUN FACT

Blue is the world's most popular colour.

FUN FACT

Trying to eat less? Try a blue plate. Experts say it can act as an appetite suppressant.

Chromatic colours
+ 8.1%

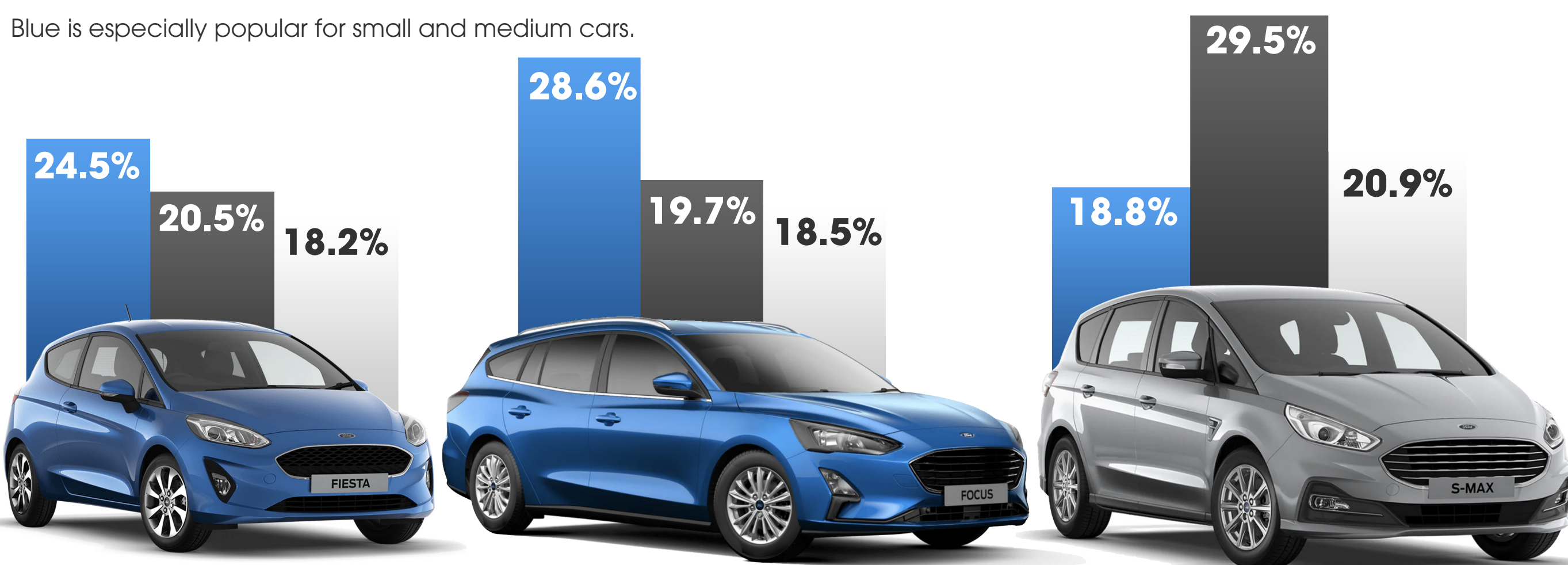


NOT ALL BLACK AND WHITE

Black, white and grey are “achromatic”. More colourful, “chromatic” shades are gaining in popularity.

SIZE MATTERS

Blue is especially popular for small and medium cars.



FUN FACT

Egyptian blue was the first colour to be produced synthetically, more than 4,000 years ago.

* Colour data gathered by Ford from January, 2017, to end of October, 2019, for Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, the Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland. Vehicles included are C-MAX, EcoSport, Edge, Explorer, Fiesta, Focus, Galaxy, KA+, Kuga, Mondeo, Mustang, and S-MAX.

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