



DIMINISHED VALUE

OF GEORGIA

America's Favorite Car Colors of 2022

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In the early days of the automobile, cars imitated horse-drawn carriages by being black and this is why when Ford began production of its classic Model T there was only one color choice: black.

The colors also tell about the times. In the Great Depression and right after World War II, colors were more subdued. As America entered a period of peace and prosperity in the 1950s, colors became brighter and more whimsical. Red, white, and blue, colors best represent America's bicentennial celebration in 1976, of course!

A study has shown that gender does affect color preference-men chose a yellow car 34% more often than women did, while women favored teal cars. Regardless of their gender, 77.1% of all vehicles on the road right now are grayscale colors.

A new study by iSeeCars looked at six million car sales this year to find the most common colors in the U.S.



From the study, we found that 25.8% of the cars sold were white and 22.3% black. Gray and silver colors were in the top four in America's favorite colors, with 18.4% and 12.1% respectively, while blue was the most popular non-grayscale color on the list at 9.6%. This helps explain why parking lots are typically so monochromatic.

Karl Brauer, iSeeCars Executive Analyst, says: "White's popularity can be attributed to it being one of the easiest colors to maintain, and because it is a common color for fleet and rental vehicles, white is prevalent in the used car market".

In each state, white cars were the most popular, with 36% of all sales being white, 14% for black, and 28.1% for cars with a non-grayscale color scheme. In addition, West Virginia had the most non-grayscale car sales at 27%, Vermont with 26% at second place, and Wyoming following closely behind at 26.6%.

Rank	Color	Percentage Share
1	White	25.8%
2	Black	22.3%
3	Gray	18.4%
4	Silver	12.1%
5	Blue	9.5%
6	Red	8.6%
7	Brown	0.9%
8	Green	0.8%
9	Orange	0.6%
10	Beige	0.5
11	Purple	0.3
12	Gold	0.2