

What your car's colour says about you

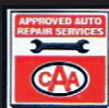
Choosing the colour is just one of the many choices to be made when purchasing a new vehicle. And not unlike major choices such as make and model, it's one that speaks volumes. A subdued hue vs. a bright tone, for example, tells the world what kind of personality you've got, or want to project. It's also a decision often made with the heart vs. the head.

According to the most recent statistics from PPG Industries, the company that tracks preferences in automotive colour choice world-wide, white leads the way at 25 per cent, with silver and black tied for second place at 18 %.

"Those colours are classic choices," says Lacey Elliott, car expert and spokesperson for autoTRADER.ca. "And they're popular because people associate them with technology and the cutting edge. They're neutral and tend to look good in just about any light."

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