

Figure 1 Automotive Color Popularity Japan 1)

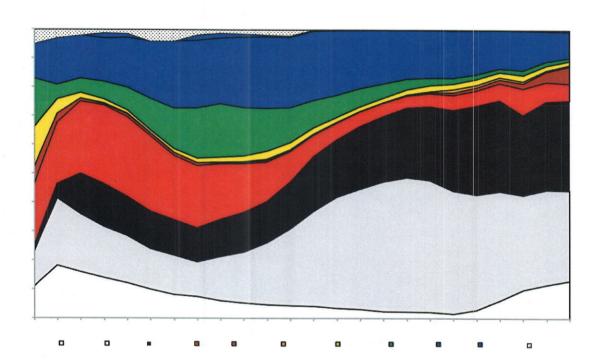


Figure 2 Automotive Color Popularity Germany<sup>2)</sup>

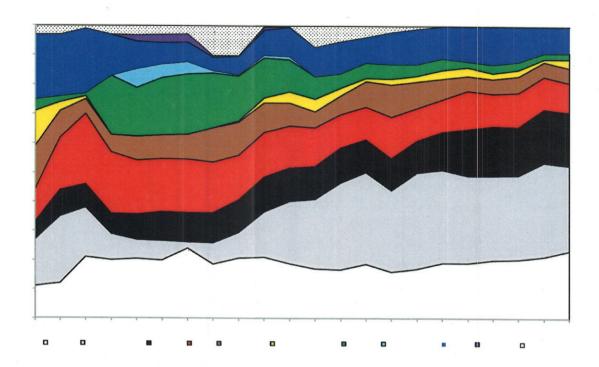


Figure 3 Automotive Color Popularity North America<sup>3)</sup>



Figure 4 A small pink car, Beijing



Figure 5 Car wrapping demonstration at Bangkok International Auto Salon 2013



Figure  $6\,\mathrm{A}\,\mathrm{car}$  with the wrapping, Jakarta



Figure 7 Toyota Crown Pink Edition, Japan