



Image: Getty

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## **White cars continue to enjoy surge in popularity but black remains most common**

**The popularity of white cars continues to grow, outpacing every other colour with more being driven on Britain’s roads now than ever before\*, according to data seen by RAC Insurance following a freedom of information request to the DVLA.**

Looking at every car registered for road use in Britain as of March 2020, the number of white cars rose by 269,314 compared to a year earlier, making for

a total of 4,395,922. Since 2016 white has enjoyed stellar growth with more than 1.5m (1,522,838) more white cars now on the road, taking its percentage share of all the country's 32.6m cars to 13.5%. It is now the fifth most popular colour – a place it's held since 2018.

But the rate at which drivers are switching to white cars has slowed, having peaked in 2018 when there were 376,343 added to Britain's roads. This dropped off slightly the following year when 352,998 white cars were registered.

While black remains the most popular car colour on Britain's roads, accounting for one in every five cars (20%) with 6.5m (6,578,946), its growth rate is far lower with just under 12,000 (11,806) added in 2020. In March 2019 the figure was 112,035 and in 2018 it was 132,641.

There are, however, still 822,411 more black cars than its nearest rival silver which has 5.7m (5,756,535 – 18% share of all cars). There were 363,485 fewer silver cars on the roads in 2020 than there were at the same point in 2019, and more than 1m fewer than in 2016 (1,084,780).

Blue is the colour in third spot with 5,593,298 – down 87,865 on 2019 but still accounting for 17% of all cars on the roads, with grey in fourth on just under 5m (4,954,510 – 15.2% share of all cars) – down 236,027 since March 2019.

Red takes sixth spot behind white with 3.5m (3,486,735 -10.7%) cars licensed and is the last colour with significant volumes over a million. In seventh place green only accounts for 667,000 cars, representing 2% of the whole car parc. Orange (8<sup>th</sup>), beige/buff (9<sup>th</sup>) and brown (10<sup>th</sup>) complete the top 10 colours, each only making up under 1% of all cars.

Pink is the least popular car colour with 22,728 but that has increased very steadily since 2017 when there 19,959 – only multicoloured cars are less popular with just 6,724 down from 7,455 in 2017.

**RAC Insurance spokesman Simon Williams said:**

“While black continues to top the car colours popularity chart, the appeal of white is still very much on the up. In fact, today there are 1.5m more white

cars on the roads than there were in 2016. It remains to be seen whether white will make its way into the top five car colours however. If it does, it will have to depose grey, blue or silver.

“Grey is very much still in vogue, but silver’s appeal is waning, having shrunk in overall numbers by 340,000 in the last three years. Blue is also out of favour, with just under 90,000 fewer registered cars now on the road than the same time in 2019. But white still has some ground to make up as it’s 558,000 behind grey which currently holds fourth spot.

“It’s always very interesting trying to work out at what point a colour goes out of fashion. Clearly, this is what happened with silver which was the number-one choice in 2017 but fell back into second a year later and has remained there ever since.

“While taste in car colours is very individual and subject to what manufacturers offer, there must come a point where drivers feel a particular colour has become too common and think they should opt for something else, after all it wouldn’t be much fun if we all drove the same colour cars.”

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### **Notes to Editors**

\* Freedom of Information request made to DVLA (FOIR8491) - number of licensed cars in the UK by colour as at 31 March 2020 for the requested 2020,

2019, 2018, 2017.

The press office email address is [press.enquiries@rac.co.uk](mailto:press.enquiries@rac.co.uk). **Please note:** the press office is unable to help with individual customer enquiries - please visit the [RAC contacts page](#) to find the right contact.

ISDN radio studio facilities are available for interviews Monday to Friday.

## About the RAC

The RAC provides complete peace of mind to 12m UK private and business drivers, whatever their motoring needs. Its services include:

- **[Breakdown assistance](#)**. Its highly-skilled, 1,600-strong branded patrol workforce attends more than two million breakdowns every year, fixing on average four out of five vehicles at the roadside. The RAC's patrol fleet is one of the most advanced in the UK, and was the first to roll out both an [All-Wheels-Up recovery system](#), allowing the vast majority of vehicles to be recovered from a single patrol van, and [EV Boost](#) mobile electric vehicle charging units
- **[Insurance](#)**. The RAC is a top-five [car insurance](#) broker having surpassed the 500,000 policies-in-force milestone in 2018. It also offers ['black box' telematics policies](#), as well as home and travel insurance
- **[Other motoring services](#)**. The RAC leads in the development of new solutions for business, fleets, electric vehicles and future car technology. Its additional products and services include a [personal loans offering](#), a [used car buying website](#), [vehicle inspections and checks](#), [legal services](#) or up-to-the-minute [traffic and travel information](#). It also has a network of [Approved Dealers](#) and [Approved Garages](#) which combine the trust of RAC brand with local service and convenience

The RAC also works to support the interests of its members and UK drivers on the most important motoring issues which it identifies via the annual [RAC Report on Motoring](#) and the RAC Opinion Panel. The Report on Motoring is the longest running analysis of driver opinion in the UK having been published every year since 1989.

For more information about the RAC, visit the [RAC website](#).

## Contacts



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