

Colour cues: What the colour of your car says about you

By Dee Van Dyk

We're all familiar with the stereotype of the man in midlife crisis buying a red sports car, but is there any truth to the stereotype? There might be, say practitioners of colour psychology.

"We're often drawn to a certain colour because we want that attribute in our lives," says Holly Shaw, Clinical Psychologist with Artemis Counselling Services. "Colours reflect one of two things. Either you want more of a certain attribute (of a particular colour) or that you're looking for a positive aspect (of that colour) you want to bring into your life."

The colours you choose in your car and in your life will be variously influenced by culture and trends, but certain colours can spark behavioural and emotional responses.

Where does your car sit on the colour wheel?

If your car is red

Red is a bold, energetic colour. Warm and sensuous, it gives off vibes of high energy and stimulation. People who like red might be, or might like to project the image of themselves as, ambitious and impulsive, courageous high achievers and risk takers.

If your car is black

Black subsumes all colours. It suggests power and mystery, with overtones of comfort and silence. Black says, "I'm at the top of the pack."

If your car is white

White is linked to innocence and purity. People who favour white might be dreamers, with an eye on the big picture or possibly searching for a bigger connection to life.

If your car is green

Green is a friendly, calming colour, especially in current times and with its connection to the environment. Green brings to mind nature -- forests, grass, trees. People who choose greens might be observers, catching details that others overlook.

If your car is blue

Blue is an emotional colour, cool and calm, promoting relaxation and tranquility. If you like blue, you might be conservative and loyal; you might value affection and tenderness.

If your car is orange or bright yellow

Bright colours like orange and bright yellow say, "Look at me!" They're fun colours, full of flamboyant spontaneity and energy.

Bright yellow suggests an interesting personality, open to challenge and activity; orange is a happy colour that promotes good humour.

Bright colours are often marketed towards younger people who are at a time of their lives when it's normal developmentally to be adventurous and bold. So, what exactly does the flashy red sports car potentially say about its middle-aged driver?

"He might be drawn back toward a younger time in his life," says Shaw. "If you never felt that you had enough adventure, if you never had the fast car, if you never felt that you had what you wanted at that point in your life, when you start to review part way through your life, you might try to meet that need."

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