

## News Release

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# Axalta Coating Systems Launches New Identity

## Leading Global Coatings Supplier Presents Bold New Look

WILMINGTON, DE, June 4, 2013 - Axalta Coating Systems, a leading global supplier of liquid and powder coatings, has rolled out a new corporate brand identity that captures the scope of its business around the world. The new logo highlights the Axalta name as well as its focus on performance and will provide a consistent and clear symbol of the company and the products and services Axalta provides to over 120,000 customers in 130 countries.

“We’re tremendously excited about our new look and what it says about our future. It embodies our commitment to move ahead in the marketplace, putting customers first and offering an exciting portfolio of brands,” explained Axalta Chairman and CEO Charles Shaver. “As a leading company that is 100% dedicated to developing, manufacturing and distributing coatings, we are poised to perform and deliver on our customer commitment.”

Axalta develops coatings for a diverse customer base and holds leading positions in four core market segments. The company supplies paint to automotive original equipment manufacturers (OEMs) and has approvals for the use of its products from many leading OEMs. In the refinish segment of the car market, flagship brands – Standox®, Spies Hecker® and DuPont® Refinish – along with regional and national brands make Axalta the largest global supplier of paint to collision and body shops. Transportation customers who rely on Axalta’s Imron® brand include manufacturers of heavy duty trucks, body-builders and trailers and locomotives and light rail cars. In the general industrial segment customers range from electrical equipment component manufacturers that rely on Axalta’s Voltatex® brand to oil and gas pipeline producers that use Nap-Gard® products to prevent corrosion and protect the environment. Architectural and decorative customers who manufacture windows, doors and cladding as well as furniture rely on Alesta® powder coatings for brilliant colors and corrosion resistance.

“Our 35 operations centers are focused on producing the highest quality coatings and are located close to our customers on four continents to ensure we can respond quickly to their needs. For example, we just announced a decision to build a new facility in China to support the growth in new vehicle production,” said Shaver. “With over 145 years in the coatings industry, we’ve got a tremendous foundation on which to continue to innovate in the future and give our customers cutting edge resources from the hottest colors to the best application technologies.”

Axalta products enhance productivity by reducing the time needed to paint new vehicles or refinish old ones. An array of low-VOC and water based paints used at OEMs and in refinish shops with brands like

Cromax®Pro also benefit the environment. Axalta coatings further support sustainability objectives by preventing corrosion and preserving the lifespan of materials from vehicle chassis and parts to playground equipment and rebar for construction. Visit Axalta's new website at [axaltacoatingsystems.com](http://axaltacoatingsystems.com) to learn more about our company, people, products and the industries we serve.

The design of Axalta's new brand was developed in collaboration with FutureBrand, a leading global brand innovation and design company that helps clients create, build and manage brands.

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Axalta Coating Systems is a leading global provider of liquid and powder coatings to automotive, transportation, general industrial and selected architectural and decorative customers. Axalta Coating Systems, formerly DuPont Performance Coatings, will continue to build on over 145 years of experience in the coatings industry.