

June 14, 2017



Axalta Enjoying View from the Front as Associate Sponsor of Ford Chip Ganassi Racing

CLINTON TOWNSHIP, Mich.--(BUSINESS WIRE)-- For decades, Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, has supplied the Ford Motor Company, a global company based in Dearborn, Michigan, with coatings solutions and expertise.

This Smart News Release features multimedia. View the full release here:

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The Ford GT race cars feature Axalta's iconic logo as they compete in both the full-season International Motor Sports Association (IMSA) WeatherTech SportsCar Championship and the FIA World Endurance Championship (WEC) series. Photo credit: Ford/Drew Gibson.

series. Axalta's coatings have been formulated to meet the specifications of the Ford GT's carbon fiber body.

In 2017, the relationship has taken another step forward, as Axalta has become an Official Associate Sponsor of Ford Chip Ganassi Racing. Under the new agreement, the Ford GT race cars feature Axalta's iconic logo as they compete in both the full-season International Motor Sports Association (IMSA) WeatherTech SportsCar Championship and the FIA World Endurance Championship (WEC)

During the race season, Axalta has opportunities at race sites around the globe to engage with the team and share in the success of the Ford GT. In the first race with Axalta logos, the Ford Chip Ganassi Racing team qualified in each of the top three spots and the No. 66 Ford GT claimed victory at the 55th *Rolex 24 Hours At Daytona* at Daytona International Speedway in Florida.

“Axalta, the exclusive exterior coatings supplier to the production Ford GT, sponsoring Ford Chip Ganassi Racing makes perfect sense,” said Steven Markevich, Axalta Executive Vice President. “We are proud to be able to associate the paint and other coatings that we supply with the technology that underpins racing and the superior performance that the GTs deliver on the track at every race.”

For the production GT, which is being manufactured at Multimatic in Ontario, Ford and Axalta originally developed four colors synonymous with Ford: Shadow Black, Frozen White, Ingot Silver, and Triple Yellow. Four new, exclusive colors were then added to the GT palette: Liquid Red, Liquid Blue, Liquid Gray and Matte Black.

“To get the world class finish the Ford GT deserves, you have to start with the smoothest of surfaces,” said Nancy Lockhart, Axalta Color Marketing Manager. “The GT’s carbon fiber skin is, at its core, a weave with inherent pits. A special Axalta primer dampens the surface while a topcoat brings the color to life and finally a clearcoat gives gloss and protection. These finishes have a true ‘show car’ look.”

About Axalta Coating Systems

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colorful, beautiful and sustainable solutions. From light OEM vehicles, commercial vehicles and refinish applications to electric motors, buildings and pipelines, our coatings are designed to prevent corrosion, increase productivity and enable the materials we coat to last longer. With more than 150 years of experience in the coatings industry, the approximately 13,000 people of Axalta continue to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit axalta.com and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

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Source: Axalta Coating Systems