

March 12, 2015



## Axalta Faster. Tougher. Brighter. 200 Comes to Phoenix International Raceway

***Axalta Coating Systems Sponsors NASCAR® XFINITY Series Race and JR Motorsports No. 7 Racecar***

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Most Axalta Coating Systems (NYSE: AXTA) customers know that Axalta is engineered for speed. This makes the sponsorship of the Axalta Faster. Tougher. Brighter. 200 during Phoenix International Raceway's NASCAR XFINITY Series race on Saturday, March 14 at 4:00 p.m. EDT a brilliant match.



No. 7 Axalta Cromax Chevy prepares for race day. (Photo: Business Wire)

Axalta and its Cromax® paint brand are sponsoring this two-year entitlement. Our customers who include automotive refinish body shops and the commercial transportation industry enjoy Cromax paint, which will be branded on the No. 7 racecar driven by JR Motorsports driver, Regan Smith.

As a leading global manufacturer of liquid and powder coatings, Axalta has partnered with JR Motorsports since 2008, supplying paint for its XFINITY Series teams and Camping World Truck Series.

"We are thrilled to sponsor the NASCAR XFINITY Series race this weekend," said Nigel Budden, Axalta Vice President and head of its North America business. "In addition, our sponsorship of the No. 7 JR Motorsports team provides an additional thrill for Axalta Racing fans and our customers."

"I'm really looking forward to running the Axalta Cromax Chevy in the Axalta Faster. Tougher. Brighter. 200 on Saturday," said Smith. "Axalta has been a great partner of JR Motorsports and I'm honored to represent them this weekend in Phoenix."

### **About Axalta Coating Systems (NYSE: AXTA)**

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 145 years of experience in the coatings industry, the 12,000 people of Axalta continue to find ways to serve our more than 120,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit [axaltacoatingsystems.com](http://axaltacoatingsystems.com) and follow us @axalta on Twitter.

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Axalta Coating Systems

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