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Axalta Coating Systems Announces Customer Experience Center to Open in Concord, North Carolina

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, announced during a groundbreaking ceremony today that it will construct its new Customer Experience Center in Concord, North Carolina. The 45,000-square-foot facility will serve Axalta's refinish, light vehicle OEM and industrial customers. The facility will provide the latest customer training resources for refinish technicians located, especially, in the mid-Atlantic region. The center will also house meeting and conference rooms for customers to participate in coatings-related training and development programs. The new facility will be located on the campus of Hendrick Motorsports just outside Charlotte. Axalta is a 23-year sponsor of Hendrick Motorsports' racing program.

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

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Axalta Chairman and CEO, Charlie Shaver, Owner of Hendrick Motorsports and Chairman of Hendrick Automotive Group, Rick Hendrick, Four-Time NASCAR® Cup Series Champion, Jeff Gordon and Axalta Vice President and Head of Axalta's North America business, Nigel Budden participated in a groundbreaking ceremony to kick-off construction.

L-R: Owner of Hendrick Motorsports and Chairman of Hendrick Automotive Group, Rick Hendrick, Axalta Chairman and CEO Charlie Shaver, Four-Time

NASCAR® Cup Series Champion, Jeff Gordon and Axalta Vice President and Head of Axalta's North America business, Nigel Budden break ground on Axalta's Customer Experience Center (Photo: Axalta)

"Our goal is to provide a service to our customers to help them realize

improved shop productivity, efficiency and quality," said Shaver. "We offer a hands-on, process-oriented approach. Our instructors, designers, and staff are committed to continuing the education and the development of our partner organizations."

"We've enjoyed an unbelievable partnership with Axalta over many years, and this represents another unique step," Hendrick said. "The opportunities for us to collaborate, both in racing and in our dealership business, are incredible. Our two organizations are committed to each other's continued success, and we look forward to many more years of working together in innovative ways."

Axalta's Customer Experience Center is scheduled to open late 2016. The center is expected to draw hundreds of customers each year for end of line repair and real-world training. It will be equipped with the technology to conduct interactive distance learning while a customer is at his/her own plant or bodyshop. The facility will also house a complement of business conferencing resources as well as an Axalta exhibit space.

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 nearly 150 years of experience in the coatings industry, the more than 12,800 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 and follow us @axalta on Twitter and on [LinkedIn](#).

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