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Axalta Partners With Ray Evernham to Preserve Iconic “American Graffiti” 1958 Chevrolet Impala

Axalta Will Reveal Refurbished Car in the Axalta Booth at the 2016 SEMA Show in November

GLEN MILLS, Pa.--(BUSINESS WIRE)-- For TV host and former NASCAR® champion crew chief, Ray Evernham, the featured car in the movie, *American Graffiti*, is the holy grail of hot rods – a car that inspired his life-long passion for cars, rock and roll, and the American car culture. Now, after pursuing the car for most of his adult life and finally acquiring it, he faces an even bigger challenge – preserving it for the enjoyment of generations to come.

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Ray Evernham has partnered with Axalta Coating Systems to bring this piece of movie history and Americana back to life. The car will be unveiled in Axalta's booth #22391 at the 2016 Specialty Equipment Market Association (SEMA) Show in Las Vegas on November 1-4. (Photo: Axalta)

Ray Evernham has partnered with [Axalta Coating Systems \(NYSE: AXTA\)](#), a leading global manufacturer of liquid and powder coatings, to bring this piece of movie history and Americana back to life. The car will be unveiled in Axalta's booth #22391 at the 2016 Specialty Equipment Market Association (SEMA) Show in Las Vegas November 1-4.

“When I was a teenager growing up

in New Jersey, this car represented everything that was cool about America's car culture – independence, coming of age, freedom and enjoying your life with your buddies,” said Evernham. “This car has been on my dream list forever. To now own it and lead the preservation of this incredible piece of American history is truly an honor. To me, it's like preserving the ‘*Mona Lisa*’.”

“To save this car for future generations, we have to go back 42 years to its original movie condition,” noted Evernham. “It really is a forensic preservation. We have to completely take it apart, catalog every piece and then repair those pieces. Every piece of chrome will be straightened and re-chromed. The emblems will be re-chromed as well. The nuts and bolts will be re-plated. The interior has been entirely disassembled, cleaned and will be reinstalled. Everything we took off is going back on the car. Even the rear tires are original.”

Using Axalta's Cromax® ChromaPremier®, Evernham will also replace the paint and famous red striping on the vehicle to make it look exactly like it did in the movie.

“Paint technology has come a long way since 1958,” stated Harry Christman, Axalta North American Cromax Brand Manager. “The paint scheme still represents the most recognizable aspect of this iconic car. Axalta's goal with this restoration is to precisely match the original colors to preserve the vehicle's heritage and protect this unique piece of history for years to come.”

“The paint was more than 40 years old and hadn't been maintained,” Evernham explained. “If it were left unprotected for much longer, the car would have just been bare metal. We digitized and made detailed templates of the striping for exact duplication and placement. Axalta was even able to recreate the exact paint colors, so we'll return this car to the condition that moviegoers have seen for years.”

Following the debut, Evernham plans to show the car at a range of car shows across the country. The restoration will appear in an upcoming season of “*AmeriCarna*” on Velocity.

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About Axalta Coating Systems – Celebrating 150 Years in the Coatings Industry

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

About Ray Evernham

Ray Evernham has more than four decades of experience in the automotive and racing industries. He's worked with the biggest names in motorsport history, including Gordon, Andretti, Foyt and Earnhardt, was a vital force in resurrecting the International Race of Champions (IROC) series, won three NASCAR® Sprint Cup championships as a crew chief for Jeff Gordon and built Evernham Motorsports into one of the most successful teams in NASCAR. Currently, Evernham consults for Hendrick Motorsports, hosts his own television series on Velocity, "*AmeriCarna*," which highlights the effect automobiles have had on American culture, and is very active with his foundation, Evernham Family – Racing for a Reason, which funds a community center in Davidson, North Carolina for young adults with high-functioning Autism or Asperger's Syndrome called IGNITE.

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