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Axalta to Celebrate 150th Anniversary at “We Paint Winners” 400 at Pocono Raceway

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global manufacturer of liquid and powder coatings, is the title sponsor for the second consecutive year at this Sunday’s NASCAR® Sprint Cup Series race at Pocono Raceway. The Axalta “We Paint Winners” 400 will air live on Fox Sports 1 on Sunday, June 5, at 1 p.m. EDT.

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

<http://www.businesswire.com/news/home/20160602006036/en/>



Dale Earnhardt Jr. to race in the No. 88 Axalta Chevrolet SS at the Axalta “We Paint Winners” 400 at Pocono Raceway. (Photo: Axalta)

The “We Paint Winners” slogan reflects Axalta’s 150 years of commitment to quality, performance and technology — attributes that help create winners on the track and for Axalta’s customers worldwide. To recognize its 150th anniversary in 2016, Axalta invited its Philadelphia-area employees and a number of customers to attend the race.

“I look forward to celebrating the milestone of our 150th anniversary with employees and customers at this special track,” said Mike Carr – Axalta President, North America. “The Tricky Triangle has played host to some memorable days over the years. This will be another one for us at Axalta and hopefully for

one lucky fan, too.”

Axalta also partnered with Pocono Raceway to give away \$88,000 to one lucky fan should Dale Earnhardt Jr. and the Hendrick Motorsports No. 88 Axalta Chevrolet SS team take the checkered flag.

“I think the track probably still has a lot of grip because it’s been recently paved, but the low downforce package has been fun everywhere we’ve gone thus far so I anticipate it being even more enjoyable,” said Earnhardt. “We just want the cars to be slicker, harder to drive and slower with more off-throttle time. When we get there for the Axalta ‘We Paint Winners’ 400, it’ll be interesting to see how much the track has changed in the last year because of how harsh the winters are there.”

Earnhardt has won 26 races, including two Daytona 500s, in his 18 years in the NASCAR Sprint Cup Series. He is a 13-time winner of NASCAR’s Most Popular Driver Award as voted by the fans.

Carr will be available for media interviews at a press conference on Saturday, June 4 at 11:45 a.m. at Pocono Raceway Media Center.

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 100,000+ customers in more than 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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