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Axalta Reveals New Imron Polyurethane Global Brand Identity

New logo symbolizes attributes of Imron coatings

PHILADELPHIA--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global manufacturer of liquid and powder coatings, is pleased to announce a new visual identity for its iconic Imron® brand of polyurethane coatings, a portfolio of premium quality products for original equipment manufacturers (OEMs) and, in selected markets, for the aftermarket repair of commercial vehicles.

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

<http://www.businesswire.com/news/home/20160831006558/en/>



IMRON™

Axalta reveals new global logo and brand identity for Imron polyurethane product line. (Graphic: Axalta)

For decades, Imron polyurethane enamel has been the number one finish of choice for leading heavy-duty truck, bus, and rail manufacturers. Imron boasts excellent durability, outstanding graffiti-resistant performance on topcoats and clears, reliable corrosion protection, and excellent resistance to chemicals and weathering, as well as shock and impact. These qualities make Imron one of the most widely approved coatings among commercial vehicle manufacturers.

"I am excited to launch the new global branding for one of the most recognized commercial paint brands in the industry," said Joseph Wood, Vice President for Commercial Vehicle Coatings at Axalta. "The new look and feel represents the superior qualities of Imron. Plus, this year as we celebrate Axalta's 150th anniversary in the coatings industry, Imron will carry a new identity that we're confident

will continue to inspire the trust that our customers have placed in the brand for so many years."

The new logo for Imron incorporates three elements - a diamond, a road, and a shield - which when combined reflect the attributes that customers have come to value in the Imron name. The diamond represents Imron's durability and toughness. The road conveys the tough environments where Imron is used. The shield conveys Imron's promise to protect

vehicles against the elements.

“For five decades Imron has delivered beautiful finishes to commercial vehicle manufacturers and owners,” added Vanessa Navarro, Global Marketing Manager at Axalta. “The new, bold logo will help our customers identify the Imron brand around the globe and recognize it as the symbol of a superior quality finish for their vehicles.”

The new logo and brand design will be introduced in print and digital advertising, marketing collateral, and industry events beginning in September 2016. To view the full array of launch materials or learn more about the Imron brand of products, visit www.axaltacs.com/Imron.

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. Celebrating 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 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](#).

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