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Axalta Announces Integrated Title Sponsorship with Pocono Raceway

June Race Renamed *The Axalta 'We Paint Winners' 400*

PHILADELPHIA--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global manufacturer of liquid and powder coatings, and Pocono Raceway today jointly announced a multi-year partnership that will include an integrated sponsorship campaign and the renaming of this year's June NASCAR Sprint Cup Series (NSCS) race held at 'The Tricky Triangle.' The "Axalta 'We Paint Winners' 400" marks the first time that Axalta will be a title sponsor in a NASCAR Sprint Cup Series race.



Nigel Budden, Vice President North America, Axalta Coating Systems, Brandon Igdalsky, Pocono Raceway President and CEO (Photo: Business Wire)

As a part of the overall program, Axalta plans to leverage its sponsorship across multiple platforms which will include digital and social media, traditional marketing outreach, and customer and community race-day events.

"Axalta is proud of its 22-year motorsports partnership. As a leader in the US refinish business, our paint graces racecars that burn rubber on the track each season and we proudly support four-time

NASCAR® Cup Series champion Jeff Gordon," said Axalta Vice President and head of its North America business, Nigel Budden. "Now, we are pleased to expand our racing involvement as Pocono Raceway's title sponsor of the upcoming race on June 7th. We look forward to cheering on Gordon, as he vies for a seventh win at Pocono Raceway."

Axalta has a long-history in the racing industry. In addition to being the sponsor of the No. 24

Axalta Chevrolet SS, driven by Jeff Gordon, Axalta is also the official paint supplier of Stewart-Haas Racing and Hendrick Motorsports.

“We are very excited to share this great news, in cooperation with everyone at Axalta Coating Systems,” said Pocono Raceway President/CEO, Brandon Igdalsky. “They have been a great addition to the Pocono Raceway family, and we look forward to growing this relationship in 2015 and beyond. What makes this even more special is the fact we get to work hand-in-hand with a true global powerhouse who also calls the Commonwealth of Pennsylvania ‘home.’”

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, automotive refinish and commercial vehicles 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 www.axaltacoatingsystems.com and follow us @axalta on twitter.

About Pocono Raceway

Pocono Raceway, also known as “The Tricky Triangle,” is family-owned and situated in the beautiful Pocono Mountains of Pennsylvania. In business for over 50 years, the Raceway hosts multiple, national motorsports events including two NASCAR Sprint Cup Series, one Verizon IndyCar Series, one NASCAR Camping World Truck Series and two ARCA Racing Series presented by Menards events each year. The Raceway has added multiple running series events to their annual schedule including the Tough Mudder and the Warrior Dash. Pocono Raceway is the world’s largest solar-powered sports facility with a 25-acre, three-megawatt solar farm providing the energy needs of the Raceway, as well as, adding electricity to the local power grid. For more information, please visit www.poconoraceway.com.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20150127005481/en/>

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