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Axalta Names Jeff Gordon Global Business Advisor

Iconic Driver Will Engage With Executives on Strategic Initiatives and Focus on Winning

PHILADELPHIA--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global manufacturer of liquid and powder coatings, and Jeff Gordon, one of the most celebrated race car drivers in history, today announced a new multi-year partnership. Gordon will become Axalta's Global Business Advisor, and serve as special advisor to Charlie Shaver, Axalta Chairman and CEO, bringing his winning skills and innovative thinking to Axalta, its leadership team and its customers worldwide.

Axalta and Gordon have a long history, which began through the company's sponsorship of the No. 24 Hendrick Motorsports Chevrolet. Although Gordon recently announced 2015 will be his final season as a full-time driver in the NASCAR Sprint Cup Series, Axalta will continue to sponsor and be the official paint supplier of Hendrick Motorsports.

"After 22 years, our partnership with Jeff and Hendrick Motorsports is the longest running driver, team and sponsor combination in NASCAR history," said Shaver. "As a company that focuses on helping our customers win and delivering on our promises, Jeff embodies everything that Axalta represents and, as he contemplates his future outside of a race car, we see many additional areas where we can work together."

Through the new partnership, Gordon will offer unique insights to Axalta global leaders in the Automotive Refinish, OEM, Commercial Vehicle and Industrial businesses. He will have the opportunity to directly contribute to specific global strategic initiatives; including goal setting and execution, and creating a winning culture.

"As I started to think about what's next for me outside of racing, I found an opportunity to use other skill sets and discover things about myself that I didn't have time to focus on before," said Gordon. "Axalta has been a trusted partner for my entire career and I can't think of a more perfect partner to collaborate with in the years to come. I look forward to working with Charlie and his team."

No stranger to a challenge, Gordon will bring incredible drive, passion and valuable insights to his new Axalta role.

"While I am sad to see Jeff step away from the weekly challenge of racing, I am delighted to

see him become more involved with the Axalta business,” said Nigel Budden, Vice President, North America, Axalta. “I am also very excited about the options this now gives our Refinish Paint Business in North America to further develop and work with Hendrick Motorsports in our sponsorship.”

To learn more, visit us online at www.axaltacs.com and www.axaltaracing.com and follow Jeff Gordon on www.jeffgordon.com and @JeffGordonWeb.

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.

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