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Children Help Axalta Coating Systems Celebrate the Grand Opening of its Center Injector at Daytona International Speedway

Toddlers with disabilities help kick off the DAYTONA 500 Weekend by racing to the finish in the newly unveiled Axalta Center Injector at the famed speedway in customized vehicles

PHILADELPHIA--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global manufacturer of liquid and powder coatings, and a Founding Partner of Daytona International Speedway (DIS), will help kick off a weekend of exciting festivities for the 59th annual DAYTONA 500 while it celebrates the new Axalta Center Injector. Beginning with a once-in-a-lifetime opportunity for children with cognitive or physical disabilities, Axalta and the other DIS Founding Partners will custom-fit cars so that the children can “race” in the famed motorsports stadium in their own sit-in cars.

Axalta is making this event possible in partnership with [GoBabyGo!](#), a national program from the University of Delaware that empowers children with disabilities to become independently mobile through the use of custom-fitted motorized vehicles. Employees from Axalta and other Founding Partner organizations of Daytona International Speedway will work meticulously in Axalta’s new Center Injector to retrofit motorized toy cars for 12 toddlers aged 5 and younger who have challenges freely moving on their own. With assistance from Florida Hospital, GoBabyGo! has selected children from the Daytona Beach, FL region to participate in this event.

This event will provide a very heartwarming and memorable sequence of life-changing moments for the children and their families. Prior to the vehicle build, children and their families will participate in an exclusive meet-and-greet with Jeff Gordon, four-time Monster Energy NASCAR Cup Series champion and three-time DAYTONA 500 champion. Once the vehicles are completed and decorated by the injector teams, the children will “drive” their custom vehicles for the first time as they ride along the Axalta red carpet to the finish line. Every child will be presented with a Teddy Bear in a NASCAR-styled fire suit at the completion of the race.

“We are humbled and honored to celebrate the opening of the Axalta Center Injector at the Daytona International Speedway by offering children and their families this unforgettable experience,” said Joe McDougall, Axalta Senior Vice President. “To watch the children navigate their new, custom rides in a renowned location on race weekend in our new Center

Injector, will truly create an incredible memory for all of us.”

In May 2016, International Speedway Corporation and Axalta announced a multi-year partnership that made Axalta the fifth Founding Partner at Daytona International Speedway’s new motorsports stadium. The agreement provides Axalta with naming rights for the Center Injector and other branding rights within specific areas of the stadium.

This partnership allows for increased engagement opportunities and ways to give back to the community. Axalta is committed to corporate social responsibility initiatives with a special focus on STEM (science, technology, engineering and math) education. Through this program, Axalta is proud to encourage its employees and those of the other Founding Partner organizations to apply their STEM skills to help those most in need.

Media who are interested in covering the event require event credentials from Daytona International Speedway no later than two business days prior to the event. Please visit [this link](#) or call (386) 681-6745 for more information and to apply for media credentials. Media without credentials will not be permitted to cover this event.

About GoBabyGo!

GoBabyGo! is an international nonprofit committed to building and providing motorized cars for toddlers with disabilities who may otherwise be immobile in their early, formative years. Over the past decade, GoBabyGo! has been able to place many of their custom, re-built toy cars on the “roads” — well, mostly gym floors and homes — of families in need! To learn more about GoBabyGo! visit www.udel.edu/gobabygo.

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, 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 more than 150 years of experience in the coatings industry, the 12,800 people of Axalta continue to find ways to serve our 100,000+ customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit axalta.com and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

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