

May 17, 2017



## Axalta Customer Experience Center Opens to Praise from United States Senators, Congressmen and Local Officials

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, held the grand opening of its Customer Experience Center on May 16, 2017 in Concord, North Carolina. Charlie Shaver, Axalta Chairman and Chief Executive Officer and Michael Carr, Axalta President-North America officiated the opening program with special guests Jeff Gordon, four-time NASCAR® Cup Series champion, and Rick Hendrick, owner of 12-time Cup champion Hendrick Motorsports.

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

<http://www.businesswire.com/news/home/20170517005926/en/>



The Customer Experience Center is a 36,000 square feet training and conference complex designed to serve Axalta's refinish, transportation OEM, and industrial customers. (Photo: Axalta)

The Customer Experience Center is a 36,000 square feet training and conference complex designed to serve Axalta's refinish, transportation OEM, and industrial customers. The Customer Experience Center boasts two world-class paint application centers, a collaborative mixing lab, and an exhibit lobby where visitors can witness the breadth and depth of Axalta's coating systems and

technology. The facility is located on the Hendrick Motorsports campus adjacent to some of the finest automotive technology and expertise in the world.

“Axalta’s Customer Experience Center is part of our global commitment to put customers first and to revolutionize the coatings landscape,” said Shaver. “The facility combines cutting edge technology and Axalta expertise. I’m confident that the combination will be an asset for customers and help drive their productivity, growth and profitability.”

Federal, state, and local officials participated in the event, honoring Axalta with certificates of recognition and welcome letters. United States Senator from North Carolina, Thom Tillis had an American flag flown over the Capitol building in Washington, D.C., which was presented to Shaver.

“Axalta Coating Systems designs and mass-produces transportation coatings all around the world and having your new facility in Concord is not only exciting but will be a boon for our economy,” stated Congressman Richard Hudson, in a letter presented at the event. “The center will bring people from all over the country to train with state-of-the-art paint booths and a collaborative mixing lab.”

In his remarks, Concord City Mayor, Scott Padget welcomed attendees to the Customer Experience Center and presented Shaver with a welcome letter from the city government that stated, “The City of Concord is honored to welcome Axalta Coating Systems and allowing us to be a part of the grand celebration on this day of May 16, 2017. On behalf of the Concord City Council, our management team, and the citizens of Concord, we welcome the opportunity for Axalta Coating Systems to make Concord home.”

In the evening program, Axalta honored Rick Hendrick for his contributions to the sport of racing and for his recent induction into the NASCAR Hall of Fame. Shaver revealed that the boardroom in the Customer Experience Center will be officially named and dedicated as the *Rick Hendrick Hall of Fame Boardroom*.

### **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 approximately 13,000 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 [axalta.com](http://axalta.com) and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

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