



NEWS RELEASE

Axalta Coating Systems Strengthens Global Motorsports Pedigree as Cromax Named Official Sponsor of Movistar Yamaha MotoGP Team

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Agreement in Italy marks eighth year of sponsorship for refinish brand

BASEL, Switzerland--(BUSINESS WIRE)-- Cromax® in Italy has been confirmed as an Official Sponsor of the Movistar Yamaha MotoGP team for the 2017 MotoGP World Championship, which began on March 26, 2017. This agreement marks the eighth consecutive year that Cromax, one of the premium brands of Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, has been one of the team's partners and suppliers for a MotoGP season. It also allows Axalta to demonstrate its technology and product innovations while strengthening its commitment to motorsports - everything from NASCAR and Formula One™ to university race car teams.

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

<http://www.businesswire.com/news/home/20170420005973/en/>

Axalta demonstrates its technology and product innovations as Cromax Italy named Official Sponsor to Movistar Yamaha MotoGP Team (Photo: Axalta)

"We are delighted to extend our partnership with Cromax as Official Sponsor to the Movistar

Yamaha MotoGP Team. Cromax and Yamaha share a rich history in engineering, yet we both continue to look at challenges with a fresh eye. We constantly look for new solutions and are eager to perfect our performance using innovative technologies," says Lin Jarvis, Managing Director of Yamaha Motor Racing Srl.

Cromax refinish paints systems are used on the support trucks as well as on the mechanics' toolboxes, workbenches and other pit lane equipment. Cromax paints are also used in the garage and in the hospitality areas, and the brand's name appears on the Yamaha YZR-M1 bikes of Valentino Rossi and Maverick Vinales.

Marco Brioschi, Axalta's Country Leader for Refinish in Italy, says, "Thanks to so many shared objectives – especially speed, productivity and professionalism – we are a long-standing Official Sponsor of Movistar Yamaha MotoGP team. Our experience in a wide variety of motorsport disciplines around the world means we are a strong and able partner and we look forward to continuing our support this season."

For more information about Axalta, please visit www.axalta.com, and for more information about Movistar Yamaha MotoGP, please visit www.yamahamotogp.com

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 and follow us @Axalta on **Twitter** and on **LinkedIn**.

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DA Public Relations Ltd

Chantal Bachelier-Moore

D 44 207 692 4964

chantal@dapr.com