



NEWS RELEASE

Axalta Coating Systems launches Syrox, a new refinish brand

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Syrox is a complete and compact refinish paint system for passenger cars

BASEL, Switzerland--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global manufacturer of liquid and powder coatings, has launched Syrox™, the latest brand in its refinish portfolio. Designed with new European formulations specifically for the mainstream aftermarket segment, Syrox is a complete and compact refinish paint system, including a waterborne basecoat, developed for passenger car repairs.

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

<http://www.businesswire.com/news/home/20160816006179/en/>

Axalta introduces Syrox refinish system in Europe. (Photo: Axalta)

The Syrox refinish system provides a cost-effective alternative to premium product offerings. With a compact yet complete portfolio of paint products, Syrox is easy to use and to apply. New users will find the application technique of single coats with intermediate flash-off times reassuringly familiar. Coverage can be achieved in two coats plus one effect coat. What sets Syrox apart, in addition to its complete and compact system, is its exceptional color matching, thanks to Axalta's established and proven spectrophotometer technology and substantial global database of color formulas. Together, these two tools give Syrox users an advantage in the bodyshop, helping to deliver, fast, easy and accurate color-matching quality.

Syrox packaging is a first for the refinish industry. The design of the plastic basecoat bottles incorporates a special dosing lid that is designed to allow for extraordinarily accurate pouring, even down to a single drop of paint. The level indicator window on the side of the bottles lets users see when contents are getting low, and the flat-topped bottle caps that cover the dosing lids enable the bottles to stand and to be stored upside down so every drop of product can be used. The bottles come in convenient smaller volume sizes and only need a shake before use.

“The innovations that Syrox offers its users reflect what we’ve heard from our customers,” says Matthias Schönberg, Vice President of Axalta and President for Axalta’s Europe, Middle East and Africa region. “We identified a demand for a straight-forward, conventionally-applied refinish system that is economical to use and delivers accurate color matches. The result is Syrox, which promises no compromises on color or on quality. A complete all-rounder, Syrox is a refinish paint system that is suitable for bodyshops of any size that must comply with national or regional legislation on emissions of harmful volatile organic compounds, and those who are not reliant on OEM approvals.”

Syrox is the result of Axalta’s approach to research and development, a wholly new brand formulated to fulfill specific demands of customers. Syrox is manufactured in Europe, and will be launched in selected VOC-compliant markets in that region, as well as in Australia, New Zealand, China and other parts of Asia, throughout 2016.

For more information on Axalta, please visit www.axaltacs.com. For further information on Syrox, please visit www.syrox.com.

About Axalta Coating Systems – Celebrating 150 Years in the Coatings Industry

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

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