



NEWS RELEASE

Axalta Debuts Cromax EZ on Dale Earnhardt Jr.'s Last NASCAR Cup Series Car at the 2017 SEMA Show

10/26/2017

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA) will debut Cromax® EZ, its latest waterborne offering for the refinish market, on Dale Earnhardt Jr.'s last NASCAR® Cup Series race car during the 2017 SEMA Show. Earnhardt will drive the Cromax EZ-painted No. 88 Axalta Chevrolet SS for his final start as a full-time NASCAR Cup Series driver at Homestead-Miami Speedway on November 19, 2017.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20171026006187/en/>

Axalta's latest waterborne basecoat, Cromax EZ, debuts on Dale Earnhardt Jr.'s last NASCAR Cup Series race car (Photo: Axalta)

Cromax EZ is a waterborne basecoat system that delivers exceptional results, has superior

color match capability and outstanding cycle time. Designed for body shops that want to make a seamless transition from a solventborne application process to a waterborne system, EZ is exceptionally easy to use and requires minimal training. Cromax EZ also features a simple mixing procedure that requires just a single reducer and mix ratio across all formula types and environmental conditions. Simply put, Cromax EZ is easy to mix, easy to match, and easy to apply.

"We are thrilled to debut Cromax EZ on the No. 88 Axalta Chevrolet SS for Dale's final race as a full-time driver in the Cup Series," said Mike Carr, Axalta President, Americas. "The red and black paint scheme is iconic. Cromax EZ did the scheme justice on what is a very special race car for a very historic moment in motorsports."

Visitors to the 2017 SEMA Show can see the race car on display in Axalta's indoor booth #22391. Dale Earnhardt Jr. will appear at the booth from 1:00-3:00 p.m. on Thursday, November 2 to share his thoughts on his career and upcoming final start as a full-time Cup Series driver.

For more information about Axalta's schedule of events for the 2017 SEMA Show, please visit www.axalta.us/sema2017.

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 over 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**.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20171026006187/en/>

Source: Axalta Coating Systems

Axalta Coating Systems

Heidi Stilwell

D: 1 610-358-5353

heidi.stilwell@axaltacs.com

axaltacoatingsystems.com