



NEWS RELEASE

Axalta Unveils New Brand Identity for its Imron Polyurethane line of coatings for Commercial Vehicles in China

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New logo embodies the trust and confidence customers have in Imron's premium quality, durable and reliable products

SHANGHAI--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, has introduced a new logo and brand identity for its iconic Imron® brand of polyurethane coatings and sustainable Imron solutions that are available to China's commercial vehicle manufacturers. More than 80 leading commercial vehicle manufacturing companies whose representatives were drawn from technical, R&D and purchasing departments attended the special event hosted by Axalta to celebrate and introduce the new look of Imron.

The Imron portfolio offers premium quality products for original equipment manufacturers (OEMs) and aftermarket repair of commercial vehicles across the globe. For five decades, Imron polyurethane enamel has been the finish of choice for leading heavy-duty truck, bus, and rail manufacturers. Imron boasts excellent durability, outstanding graffiti resistant performance on topcoats and clears, reliable corrosion protection, and excellent resistance to chemicals and weathering, as well as shock and impact. These qualities make Imron one of the most widely approved coatings among commercial vehicle manufacturers.

The new Imron logo incorporates three elements – a diamond, a road and a shield – which combine to reflect the attributes that customers have come to value in the Imron name. The diamond represents Imron's durability and toughness. The road connotes the tough environments where Imron is used. The shield conveys Imron's promise to protect vehicles against the elements. The new logo will appear in four colors, only hinting at the rich variety of colors that Imron customers can choose from.

“As part of celebrating Axalta’s 150 years of innovation in the coating industry, the new bold brand identity of Imron embodies the trust and confidence customers have on the Imron portfolio in China and around the globe. It stands for superior quality finish for their vehicles. And customers can continue to expect the same premium quality, durability and reliability that Imron has been offering with this new brand identity,” said Luke Lu, Vice President of Axalta and President of Axalta China. “In China where one of the national goals is for a cleaner and greener environment, Imron sustainable offerings will be valuable in enabling commercial vehicle OEMs and aftermarket repair customers to meet long-term sustainability goals.”

Showcased at the seminar today are the Axalta Imron Hydro Waterborne solutions and Imron high performance commercial vehicle solutions, designed specifically for heavy-duty trucks, high-speed rails and buses.

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 more than 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 @Axalta on **Twitter** and on **LinkedIn**.

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Axalta Coating Systems

Ada Gao

D (86)21-6020-3645

F (86)21-6020-3666

Ada.gao@axaltacs.com

axaltacoatingsystems.com

or

LEWIS Communications

Diana Chang

D (86) 21-8026-2110

F (86) 21-6289 5891

diana.chang@teamlewis.com