

News Release

Axalta Coating Systems GmbH

Uferstrasse 90
4057 Basel
Switzerland
axalta.com

Contact

Chantal Bachelier-Moore
DA Public Relations Ltd
D +44 207 692 4964
chantal@dapr.com



For Immediate Release

Axalta Showcases Its Fast Cure Low Energy Technology and Digital Colour Management System at IBIS Global Summit 2019

Mercedes-AMG Petronas Motorsport's 2019 challenger – the F1 W10 EQ Power+ With Axalta's Spies Hecker Paint - Features at Company's Stand

Basel, Switzerland – 11 June 2019 - Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, is pleased to be participating in the International Bodyshop Industry Symposium (IBIS) Global Summit 2019: *Passion for Progress* this year in Milan, Italy. Axalta is showcasing its Fast Cure Low Energy technology and its cloud-based Digital Colour Management to an audience of refinishers and industry experts from all over the world.

Jim Muse, Axalta's Vice President of Sales for Global Refinish, says, "*Passion for Progress* resonates with Axalta, because passion is at the core of how we innovate for customers every day. Nowhere is this more evident than in our premium refinish brands, Cromax, Spies Hecker, and Standox. Our dedication to innovation gives our customers confidence in our fast, efficient, high-quality coating technologies and in our integrated digital business solutions. These work together to make the entire paint repair journey faster, easier and more profitable."

Fast Cure Low Energy technology makes impossible possible

Axalta's patented [Fast Cure Low Energy technology](#) cuts process times in professional bodyshops by up to 50% and reduces energy consumption by up to 70% while still achieving the best quality repair. Bodyshops can also use this speed of performance to offer rapid repair services that can increase their profitability.

Redefining Colour Management

Axalta's [Digital Colour Management](#) uses a cloud-based colour management system that enables bodyshops to handle the entire colour retrieval and colour mixing processes not only completely digitally, but also 100% wirelessly – something that is unique to Axalta, and a first for the industry.

A unique digital bodyshop network management and reporting system

Axalta is also showcasing [RepScore.net](#), its innovative digital network management system that has been specifically developed to facilitate the cooperation between bodyshops and network owners like fleet, lease and insurance companies or car manufacturers.

Axalta's motorsport heritage

Visitors to the stand can get up close and personal with Mercedes-AMG Petronas Motorsport's F1 W10 EQ Power+ – the race car in which the team's drivers Lewis Hamilton and Valtteri Bottas are competing in the 2019 FIA Formula One™ Championship. Axalta has a long-lasting relationship with Mercedes-AMG Petronas Motorsport as Official Team Supplier, and the company's premium global refinish brand Spies Hecker has been on the team's race cars for more than five years. Axalta's Spies Hecker paint ensures that the cars are light, durable and can withstand the extreme track conditions, while also looking stunning.

Axalta's attendance at the IBIS Global Summit 2019 between 10 and 12 June is part of a multi-year global partnership between Axalta and Plenham Ltd, which is the parent company of *bodyshop* - a leading automotive accident repair source covering the UK and the Middle East - and IBIS Worldwide - the leading networking platform for the collision repair industry. For more information on Axalta Refinish, please visit www.refinish.axalta.eu or www.axalta.com/refinishcustomers.

About Axalta Refinish

Axalta Refinish - part of Axalta, a leading global company focused solely on coatings – is a valued, reliable global paint repair partner to our customers, who demand nothing short of total customer satisfaction. We give them confidence in our fast, efficient, high-quality coating technologies and integrated digital business processes, making the entire paint repair journey faster, easier and more profitable. With more than 150 years of experience in the coatings

industry, our dedication to innovation and our constantly-developing technology means we offer our customers an unlimited colour choice for perfect colour matches. Most importantly, we work tirelessly to anticipate our customers' needs so they can address the challenges they face every day. We have an impressive portfolio of brands for every bodyshop requirement, for every segment of the market, and for every level of market maturity. For more information visit refinish.axalta.eu and follow us on [LinkedIn](#).

###