

## News Release

### Axalta Coating Systems GmbH

Uferstrasse 90  
4057 Basel  
Switzerland  
axalta.com

### Media contact

Chantal Bachelier-Moore  
Indaba  
D +44 207 692 4964  
chantal@weareindaba.com



FOR IMMEDIATE RELEASE

## Axalta launches Drivus – An essential suite of business services for long-term bodyshop success

*A complete business partner for the refinish industry*

**Basel, Switzerland, 01 July 2021** – Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, today launched a new business partnership concept for the European automotive refinish market under a new brand: Drivus. Designed to focus on the particular challenges faced by bodyshops, Drivus targets productivity, performance and profits to ensure bodyshops build better businesses.

The ever-growing portfolio of services offered by Drivus gives bodyshops expert tools and services:

- Drivus Consultancy
- Drivus Digital Services
- Drivus Sales and Management Training
- Drivus Network Services

Bart De Groof, Axalta's Marketing and Strategy Director of Refinish for Europe, Middle East and Africa, says, "We have a rich, deep history of working with and understanding the very specific challenges faced by bodyshops of all sizes – from a busy independent to a large multi-shop operation. As a complete business partner to the refinish industry, bringing with us our strong OEM links, we know the need for Drivus is great in our region. Thanks to its suite of innovative services, programmes and tailored expert consultancy, Drivus provides essential business services for bodyshops looking to the future."

Through Drivus, Axalta's new approach to key account management means the actual implementation of a true business partnership with customers is the key success factor. Drivus provides resources, through Axalta account managers, to drive higher performance at partners and customers.

With its attention on optimising processes, Drivus finetunes every aspect of a bodyshop's day-to-day operations. By implementing specific tactics to work faster, smarter and with less waste, efficiency is improved, allowing bodyshops to diversify through new offerings. Drivus is built on a mindset of constant, long-term improvement,

and thanks to its tailored consultancy and digital tools, bodyshops cannot only take advantage of improvements today, but also plan for the future.

“As a future-focused brand, Drivus is sensitive to the disruptive trends that the collision industry is facing. The opportunities for growth, even in this pressurised industry, are there, and Drivus is here to show bodyshops the way,” De Groof adds.

Austria, Spain and Sweden are the first countries to launch Drivus, and it will be rolled out in other European markets in the second half of 2021.

As part of Axalta, Drivus gives bodyshops the tools they need to build better businesses supported by more than 150 years' experience in the vehicle repair business worldwide. Its suite of innovative, future-focused services, programmes and tailored expert consultancy are based on an unrivalled understanding of how to run a bodyshop profitably. By focusing on the specific challenges faced by bodyshops, Drivus improves business productivity, delivers increased performance and better profitability.

For more information about Drivus, visit, [www.drivus.com](http://www.drivus.com) and to find out more about Axalta Refinish, please visit [www.refinish.axalta.eu](http://www.refinish.axalta.eu).

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#### **About Axalta**

Axalta is a global leader in the coatings industry, providing customers with innovative, colourful, beautiful and sustainable coatings solutions. From light vehicles, commercial vehicles and refinish applications to electric motors, buildings facades and other industrial applications, our coatings are designed to prevent corrosion, increase productivity and enhance durability. With more than 150 years of experience in the coatings industry, the global team at Axalta continues to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, applications systems and technology. For more information visit [axalta.com](http://axalta.com) and follow us @Axalta on [Twitter](https://twitter.com/Axalta).