

News Release

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FOR IMMEDIATE RELEASE

Monster Energy Yamaha MotoGP Signs Axalta as Official Sponsor for the 2023 season

23 March 2023 – Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, is the Official Sponsor for the Monster Energy Yamaha MotoGP™ Team for the 2023 MotoGP™ World Championship season. This is the 14th consecutive year that Axalta has supported the Team in the premier class of motorcycle racing, which this year sees riders competing in 21 Grands Prix in 18 countries worldwide. And, for the first time, the season includes 12 point-scoring sprint races held the day before every Grand Prix. The season kicks off at the Algarve International Circuit in Portugal on 24-26 March 2023 and finishes at Valencia's Ricardo Tormo Circuit, Spain, on 26 November 2023.

As part of the sponsorship deal, Axalta's premium refinish brand, Cromax® and its highly productive Ultra Performance Energy System, are used on the Monster Energy Yamaha MotoGP Team's support trucks that transport the prestigious Yamaha YZR-M1 bikes during the season. The Cromax paint system is also used on the essential pit lane equipment including the mechanics' toolboxes and workbenches.

Olaf Adamek, Axalta Refinish Brand Manager for Europe, the Middle East and Africa, says, "We are delighted to be sponsoring the Monster Energy Yamaha MotoGP Team once again this season. We first started this strategic partnership in 2009 and a lot has happened during that time, for example, the riders are now using more powerful bikes with a maximum engine capacity of 1,000cc. What hasn't changed is how much we value the partnership we have developed with them over the years. We are excited to see what this year brings; it will be undoubtedly just as thrilling as always."

William Favero, Marketing and Communications Manager at Yamaha Motor Racing, says, "Over the past 14 years we have established a very strong strategic partnership with Axalta and its premium brand Cromax. We are extremely pleased we will have their continued support in what is expected to be an exciting racing season. The involvement of Cromax with the painting of our trucks and equipment is invaluable. We need a high-quality paint that is going to withstand the rigours of the season, as each truck travels about 22,000km every year, and Axalta more than delivers at every stage."

The Monster Energy Yamaha MotoGP Team has two truly talented riders in Fabio Quartararo (no. 20) and Franco Morbidelli (no 21). Both riders took part in the 2022 season and remain at the helm this year. In 2022, Quartararo finished in second place in the overall championship standings, and will be aiming to repeat his 2021 MotoGP™

World Championship victory, when he became the first French rider to win a premier class championship.

The team's innovation and originality during the history of the championship has also seen it reach great heights. The Yamaha Factory Racing MotoGP Team holds the second highest number of Grand Prix victories in the premier class, with 125 wins.

For more information about Axalta Refinish and Cromax, please visit www.refinish.axalta.eu and www.cromax.com/eu. For more information about the Monster Energy Yamaha MotoGP Team, please visit www.yamahamotogp.com.

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About Axalta Refinish

Axalta Refinish – part of Axalta, a global leader in the coatings industry – 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](#)

About Yamaha Factory Racing / Monster Energy Yamaha MotoGP™

Yamaha Factory Racing is Yamaha's wholly owned full Factory Team in MotoGP™. The team was founded in 1999 following the retirement of Grand Prix racing legend Wayne Rainey, who had run a factory-supported team in the 500cc class for the previous two years. Yamaha Motor Racing Srl is based in Gerno di Lesmo (Italy), close to Monza. The workshop was rebuilt in 2008 and a state-of-the-art facility was opened, giving the team a superb new headquarters with all technical, logistical, managerial, and marketing & communications departments under one roof.

The workshop's interior was further updated at the end of 2022, giving the engineers more space to work with.

Although responsibility for the technical aspects of MotoGP™ remains predominantly with Yamaha's MotoGP™ Group in Japan, a number of Japanese and European engineering staff complete the European MotoGP™ set-up.

Takahiro Sumi was appointed President of Yamaha Motor Racing Srl at the beginning of 2023, while Lin Jarvis is Managing Director, a position he has held since the start of the company in 2005. Former Yamaha Superbike Team Manager Massimo Meregalli took on the role of Team Director of the Yamaha Factory Racing MotoGP™ team in 2011.

In 2023, the Monster Energy Yamaha MotoGP™ team are competing in the MotoGP™ World Championship with riders Fabio Quartararo and Franco Morbidelli.