

News Release

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For Immediate Release

Axalta's Syrox brand reaches 1,000 bodyshops in EMEA

Syrox is manufactured in Europe, and is available in selected VOC-compliant markets in EMEA, Australia, New Zealand, China

Basel, Switzerland – 21 October 2019 – Axalta (NYSE:AXTA), a leading global supplier of liquid and powder coatings, announced that it has gained its 1,000th Syrox bodyshop in Europe, the Middle East and Africa (EMEA) since the brand's global launch in 2016. Syrox, one of the refinish brands from Axalta, is formulated to fulfil specific customer demands for a straight-forward, conventionally-applied refinish system for passenger car repairs that is economical to use and delivers exceptional colour matches. The Syrox complete and compact refinish paint system delivers just that.

Jim Muse, Axalta's Vice President of Refinish for EMEA, says, "Syrox is the result of Axalta's ultimate focus on innovation. With 1,000 bodyshops in EMEA using Syrox we can see how strong industry demand is for this type of straightforward refinish solution. We are ready to sign up the next 1,000 bodyshops to start using Syrox."

The 1,000th Syrox bodyshop in EMEA is KFZ Kratochwill in Vienna, Austria. Bodyshop Owner, Arthur Kratochwill, says, "Our top priority is our customers, so we absolutely won't compromise on colour or quality. Syrox is trustworthy and offers us everything that we need."

Syrox is easy to use and to apply with unique packaging, a first for the refinish

industry, which incorporates a special dosing lid that is designed to allow for extraordinarily accurate pouring, even down to a single drop of paint. Syrox provides its users established and proven spectrophotometer technology from Axalta and its substantial global database of colour formulas, giving bodyshops fast, easy and accurate colour-matching.

For further information on Syrox, please visit www.syrox.com.

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](#)

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