

## Axalta Unveils New Global Product Names

Philadelphia, PA, USA - 26 January 2018: Axalta Coating Systems (NYSE:AXTA), a leading global supplier of liquid and powder coatings, has provided innovative coatings to vehicle manufacturers around the world for decades. Now, Axalta is introducing brand names for the principal coating layers supplied to its customers that manufacture light vehicles and automotive plastic parts. The addition of names will make it easier for customers to understand Axalta's product offerings in this key segment of the coatings industry as well as to differentiate better the company's technologies in the marketplace.

Four coating layers will be named in the new brand taxonomy. Axalta's primers will be known as HyperDur™ a name designed to convey optimised film smoothness and adhesion properties. A special pre-coat known as HyperDyne™ will be the designation for the foundation layer used in Axalta's 3-Wet™ waterborne and solventborne Harmonized Coating Systems™ that enable wet-on-wet application of the primer, basecoat and clearcoat layer. Axalta's leading basecoat colours will fall under the brand name ChromaDyne™, connoting an array of chromatic attributes and effects. Finally, Axalta's range of clearcoats, offering the ultimate in finish protection, gloss and appearance, will be known as Lumeera™.

"As we build the Axalta brand, it is important we capture the value our durable paint layers provide as they perform consistently under the toughest road and weather conditions and continually appeal to car buyers," said Steven R. Markevich, Axalta Executive Vice President and President, Transportation Coatings and Greater China. "This taxonomy will help us communicate with customers and allow us to introduce new products in memorable ways."

These names - exclusive to Axalta's Light Vehicle OEM and automotive plastics coatings products - complement the well-established AquaEC™ name for Axalta's entire electrocoat (E-coat) product line. Existing Axalta products will transition to the new naming taxonomy over the course of 2018 in close coordination with customers.

For more information on the new names visit [www.axalta.com](http://www.axalta.com).

### About Axalta Coating Systems

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colourful, 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 more than 150 years of experience in the coatings industry, the 13,300 people of Axalta continue to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit [axalta.com](http://axalta.com) and follow us @Axalta on [Twitter](https://twitter.com/Axalta) and on [LinkedIn](https://www.linkedin.com/company/axalta).



### Layer by Layer

New Names. Proven Technologies.  
Brilliant Performance.

