

News Release

Axalta Coating Systems
50 Applied Card Way
Suite 300
Glen Mills, PA 19342
USA

Contact
Janine Little
D +1 610 358 4951
janine.little@axaltacs.com
axaltacoatingsystems.com



For Immediate Release

Axalta Coats Peterbilt in *Diamond Red*

Axalta Develops Exclusive Color for Peterbilt's 75th Anniversary

Glen Mills, PA-March 20, 2014— Axalta Coating Systems, the leading North American manufacturer of heavy-duty truck coatings, has developed a special formulation of *Diamond Red* exclusively for Peterbilt to celebrate the company's 75th Anniversary.

Peterbilt is celebrating its 75th anniversary in 2014 by unveiling a limited production Model 579 truck featuring state-of-the-art aerodynamics, distinctive styling, and coated with a two-tone paint design that is a modernized version of the *Diamond Red* color that is on the original 1939 Peterbilt model.

"Peterbilt's exclusive new color, *Diamond Red*, was styled with Peterbilt's guidance to bring out the lines and details of the truck, while showcasing new effect pigments in the proven paint line of Imron[®] Elite," stated Todd Acker, Director of Marketing for Peterbilt Trucks. "The color draws from Peterbilt's illustrious heritage, from the first units built in 1939 to the brilliant reds used in the Peterbilt oval logo beginning in 1953."

Imron[®] Elite is the exclusive topcoat used at Peterbilt manufacturing facilities in the United States, Canada and Mexico. The identical product is used in the commercial vehicle aftermarket by Peterbilt dealers and repair centers to ensure customer satisfaction and "repair-in-kind" quality.

“Axalta values its long-term partnership with Peterbilt,” said Joseph Wood, Vice President, Transportation for Axalta Coating Systems. “Our color and technology teams worked diligently to develop and perfect an Imron® Elite concept color into a manufacturing-friendly color for Peterbilt.”

The anniversary edition Model 579 will be on display in the Peterbilt booth at the Mid-America Trucking Show in Louisville, KY, March 27-29 and can be ordered through all full-service Peterbilt dealerships.

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Axalta Coating Systems is a leading global provider of liquid and powder coatings to automotive, transportation, general industrial, architectural and decorative customers. Axalta will continue to build on more than 145 years of experience in the coatings industry. For more information visit www.axaltacoatingsystems.com