

# FROST & SULLIVAN

## BEST PRACTICES RECOGNITION

### 2017 GLOBAL AUTOMOTIVE REFINISH COATINGS MARKET LEADERSHIP AWARD



### WHY AXALTA COATING SYSTEMS?

Axalta Coating Systems is the most prominent company in the automotive global refinish coatings market, with a revenue share of 28.3%. The company manufactures automotive refinish coatings under its world-renowned Cromax®, Spies Hecker® and Standox® brands. Axalta's refinish business accounts for approximately 43% of its total revenue, powered by its global production capacity, which is the largest for refinish coatings among its competitors.

It recently launched a Master Refinish Certification program as part of its learning and development offering in North America. This program provides refinish customers with the opportunity to advance their skills from Axalta's own industry standard experts.

With its impressive experience in the market, and growth strategies, Frost & Sullivan is proud to bestow the 2017 Market Leadership Award to Axalta Coating Systems.



### WHO IS FROST & SULLIVAN?

Frost & Sullivan is a leading 57-year-old market research and consulting firm that tracks multiple industries including automotive, healthcare, information and communication technology, and more. Headquartered in Santa Clara, California, Frost & Sullivan employs 1,800 analysts and has offices in over 40 countries.

### WHAT ARE BEST PRACTICES AWARDS?

The Frost & Sullivan Best Practices Awards have recognized exemplary achievements within a multitude of industries and functional disciplines for the last 18 years. Frost & Sullivan conducts best practices research to properly identify unmatched innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan Market Leadership Award is a compelling third-party validation of a company's growth strategy and execution. Axalta Coating Systems Best Practices Award is a strong indicator to employees, investors, customers, and the public that Axalta Coating Systems has superior solutions that have enabled it to garner more market share in the automotive refinish coatings industry.

# BEST PRACTICES AWARD ANALYSIS FOR AXALTA COATING SYSTEMS



## WHAT IS MARKET LEADERSHIP?

Market Leadership Award recipients have attained loyal customers who then became brand advocates, allowing the company to grow and achieve a market leadership position. By committing to the customer at each stage of the buying cycle and continuing to nurture the relationship, companies increase market share over time.

## KEY BENCHMARKING CRITERIA

For the Market Leadership Award, Frost & Sullivan analysts note that organizations must commit to the customer at each stage of the buying cycle and continue to nurture the relationship to build their market share over time.

### Criteria Evaluated

- Criterion 1: Growth Strategy Excellence*
- Criterion 2: Implementation Excellence*
- Criterion 3: Brand Strength*
- Criterion 4: Product Quality*
- Criterion 5: Product Differentiation*
- Criterion 6: Technology Leverage*
- Criterion 7: Price/Performance Value*
- Criterion 8: Customer Purchase Experience*
- Criterion 9: Customer Ownership Experience*
- Criterion 10: Customer Service Experience*

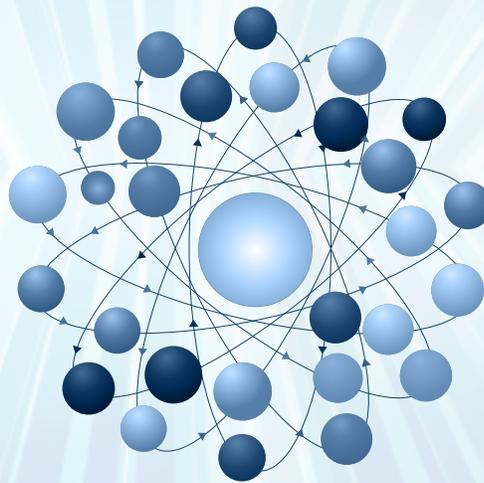
## SIGNIFICANCE OF THE AWARD

To receive the Frost & Sullivan Market Leadership Award, an organization must strive to be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Ultimately, growth in any organization depends upon customers purchasing from a company and then making the decision to return. Loyal customers become brand advocates; brand advocates recruit new customers; the company grows; and then it attains market leadership.



## THE 360-DEGREE RESEARCH APPROACH



Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission.

Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.

## QUESTIONS?

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