



Built for performance.



Axalta Coating Systems is a leading global company focused 100% on coatings. Our goal is to provide customers with innovative, colorful, beautiful and sustainable solutions. On every surface they touch, our coatings are designed to prevent corrosion, increase productivity and enable the materials we coat to last longer.

Fast Facts

More than **145** years of experience in the coatings industry

More than **12,000** people who create, manufacture, distribute and support our products and services

More than **120,000** customers including 4,000 distributors

Doing business in **130** countries

35 manufacturing plants around the world

7 research and development centers on four continents

45 training centers to support our refinish customers around the globe

2013 revenues of **\$4.3** billion

Over **1,800** patents issued or pending



145 Years of Innovation

TODAY

- Establish Axalta as an independent company with new identity and values
- Launch *Cromax*® as global flagship refinish product family
- Expand waterborne production capacity
- Introduce more products for mainstream market segments
- Restructure our organization to better serve our customers



2000 - 2010

- Introduce super high solids clear coat
- Introduce high solids *3-Wet* system
- Introduce *Eco-Concept*
- Launch *Cromax Pro*® (3rd generation waterborne technology)
- Introduce *Acquire Plus EFX*



1970 - 1990

- Exit most architectural coatings business
- Introduce *Imron*®
- Acquire Ford's coatings business

1866 - 1970

- Herberts begins production; Introduce *Spies Hecker*®
- Introduce *Dulux*®, *Lucite*® and *Centari*®
- Develop first mixing machine tinting system
- Introduce electrical insulation products branded *Voltatex*®



TOMORROW

- Accelerate our commitment to dynamic growth in all regions and businesses with special focus on emerging economies
- Innovate next generation of sustainable coating systems
- Continually enhance the customer experience



1990 - 2000

- Introduce wet-on-wet one pass processing
- Introduce *Cromax*[®]
- Acquire Herberts from Hoechst
- Acquire *Nason*[®]
- Introduce ValueShade primer technology



Customers and Products

Light Vehicle OEM Coatings

We shine on cars. Axalta manufactures and sells market leading coating systems to the automotive OEM industry. Axalta coatings are used on over 500 vehicle name plates.

Our *AquaEC*[™] E-Coat embraces a range of electrodeposition technologies designed to provide the first layer of corrosion protection and provide the ideal foundation for our basecoat and clear coat finishes. Traditional and high solids solventborne coatings and the latest generation waterborne coatings can be applied with Axalta's Consolidated Manufacturing Processes. These processes are designed to improve productivity, reduce energy use and save money by requiring less investment in the plant and equipment in the paint shop.



Commercial Vehicle Coatings

Axalta's coatings are found on a range of commercial vehicles that the world relies on to move products and people across cities or around the globe. Our coatings protect with color and style. On the road, Axalta coatings are found on heavy duty trucks, agricultural and construction equipment, buses, utility trucks, built-on cranes and recreational vehicles. On the rails, we coat locomotives, high performance cars, passenger carriages, high speed trains, tramways and mass transit cars.

Serving the spectrum of commercial vehicles, Axalta brands include the *Imron*[®] family of products, *Rival*[®], *Excel*[®] *Pro* and *PercoTop*[®] liquid coatings. *AquaEC*[®] electrodeposition coatings prevent corrosion and provide a foundation for our primers, basecoats and clearcoats.

A selection of Axalta liquid and powder coatings are used on light and commercial vehicle components including seat frames, shock absorbers, springs and high temperature surfaces such as exhaust lines.

Industrial Market Coatings

Axalta's industrial customers benefit from a range of coatings designed to meet demanding technical specifications across a spectrum of industries. Axalta's *Voltatex*® wire enamels, core sheet varnishes and impregnating resins both insulate and facilitate heat transfer in motors, generators and transformers, increasing efficiencies and saving energy.

Companies rely on more than a dozen Axalta liquid and powder coatings on a variety of materials from furniture, coils, drums, skis and other sporting and exercise equipment to fencing, shelving and appliances. Our brands include *Stollaquid*®, *Chemophan*®, *Lutophen*®, *TufCoat*®, *PercoTop*®, *Imron*® and *AquaEC*™ electrodeposition liquid coatings as well as *Alesta*® thermoset and *Abcite*® thermoplastic powder coatings.

Nap-Gard® fusion bonded epoxy thermoplastic powder coatings serve high stress applications providing insulation and protection for both internal and external use on materials including sub-sea oil and gas pipelines, rebar and valves. *Abcite* thermoplastic coating is used on off-shore oil rigs, bridges and other surfaces subject to harsh outdoor environments. In the architectural arena, exterior building cladding and window trim rely on the *Alesta* family of powder coatings and other liquid products to prevent corrosion and provide colors that contribute to the architectural intent. Various surface appearances that range from low to high gloss, smooth to textured finishes and metallics provide a rich selection of alternatives.

AquaECE-Coat is applied to a range of industrial equipment that requires protection against weather-related wear and corrosion.



Aftermarket and Refinish Repair Coatings

In the body shop, Axalta's refinish products make cars look like new. Our flagship brand families – *Cromax*®, *Spies Hecker*® and *Standox*® – are used by the world's leading refinish technicians. Regional brands such as *Duxone*®, *Nason*® and *Challenger*® meet additional body shop preferences. Color tools from fan decks to the latest software based spectrophotometers are designed to accelerate color match and improve accuracy, reducing waste and enhancing productivity in the bodyshop. Our 45 refinish training centers back up our products and provide technical support to help refinish craftsmen hone their skills to perfection.



Our Values

Our values are the commitment we make to ourselves and to everyone we engage across our entire value chain. From our suppliers to our customers, from our neighbors to our newest colleagues, our values provide a common bond within Axalta that enables us to collaborate effectively and provide the best possible coating systems. The languages and cultures in which we do business differ, but the values we share as a global company remain the same.

We put our customers first.

The success of our business depends on our ability to serve them. It is our obligation to listen to what our customers say and to provide the products and services that will deliver not only what they ask for but whatever we can offer in addition that will be of assistance to them.

We are driven to perform better each day.

The marketplace is always moving and to stand still results in being left behind. To keep pace with change, we must develop new, improved products and continually offer our customers ideas that will reward them for allowing us to serve them.

We innovate with purpose.

From the laboratory bench to product development and testing, we create coating systems that will serve our customers better every day. Beyond the lab, we strive to develop new services and ways to provide support that will help our customers thrive.

We succeed as a united global team.

The strength of our company lies in our people. If we work together, there's no problem that we cannot solve. Our ability to succeed depends on each of us helping each other, sharing solutions and new ideas across the corridor or across the ocean. Our customers everywhere will reap the benefits. Our colleagues will deserve the pride they feel.

We take ownership in everything we do.

Taking ownership means being proud of the products and services we offer, and listening to and learning from others.

Innovation and R&D

With over 1,800 patents issued or pending worldwide for coatings and application systems, innovation is central to our culture.

For nearly 150 years, Axalta has introduced thousands of new coatings. In seven R&D locations on four continents, our research fellows, scientists and engineers continuously work to improve and develop our products.

The latest advances in material sciences, our wealth of experience and valuable customer feedback provide the building blocks for continued innovation and growth. Our understanding of material sciences will enable us to utilize new chemistries to develop and apply polymer resins and pigments to develop the next generation of liquid coatings

and application tools to support our customers with beautiful finishes that enhance productivity and durability. Research into thermoset and thermoplastic powder coatings will provide both beautiful and durable finishes for materials as visible as building exteriors to underground and sub-sea oil and gas pipelines.

Our product stewardship and regulatory professionals track regulatory activity and support compliance of Axalta products with governmental regulations and technical specifications.

Sustainability

Our commitment to sustainability provides a guidepost for our behavior and a lens through which we measure our performance.

Axalta recognizes that as participants in the global economy, we must be stewards of the environment in which we operate. We have programs in place in all of our facilities designed to safeguard the health and safety of our people, products, manufacturing processes and the communities where we live.

Doing the right thing in the right way helps Axalta increase productivity, lower costs, improve worker safety and helps our customers lessen their consumption of resources and impact on the environment. In this way, increasingly sustainable products and processes can help drive our business growth and make us a better partner for our customers.

Coatings can play a vital role in the value creation process across many industries. We



take chemical and bio-sourced raw materials and consume energy in the process of making our products. Our products then go on to provide protection for a multitude of other materials – extending their useful lives, saving the need to repaint or replace equipment and making them beautiful all at the same time. We are constantly looking for new ways to improve our sustainability practices by reducing the consumption of raw materials, energy use, and potentially harmful emissions.

For more information about sustainability at Axalta please visit axaltacs.com/sustainability and read our *Sustainability Report 2013*.



Color Expertise

Axalta is an industry leader in color research and development and established the field in 1924 when the “True Blue Oakland Six” was coated in our nitrocellulose lacquer.

Our annual OEM color shows set the pace for our work around the world to provide exciting design options for automotive manufacturers. Whether applied to a new vehicle on the assembly line or in a body shop, our finishes are designed to make every vehicle shine in a spectrum of colors while resisting deterioration from climate and wear.

Color can be a personal preference for a consumer, but it is a highly analytical discipline in the coatings industry. Axalta has developed sophisticated analytical color tools for both designers and refinish technicians. Spectramaster™ 3-D touch screens enable designers to render cars in virtually any shape

and color to visualize alternative colors and effects in different virtual settings. In the body shop, technicians use our *Acquire* handheld spectrophotometers to find the right color formula to achieve the perfect match for refinish paint. Our goal every day is to develop and improve tools that can save time and reduce waste to offer added value for our customers.

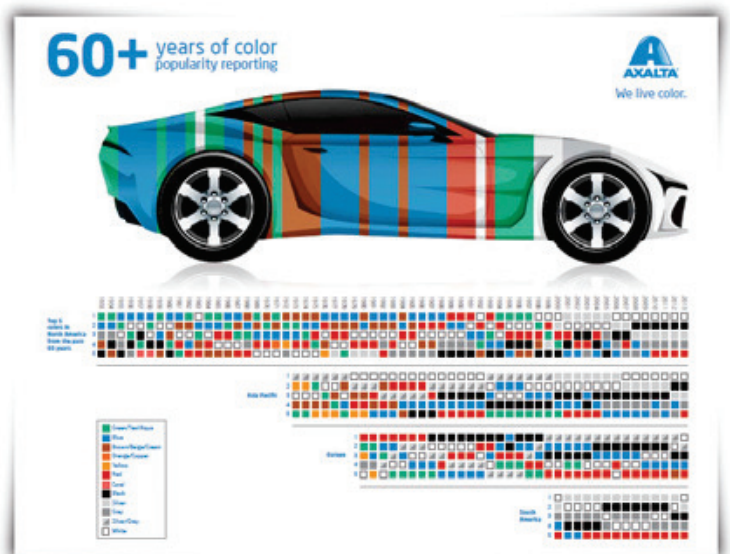
Color Trend Tracking and Forecasting

Our annual Global Color Popularity Report has led the automotive industry in tracking consumer color preferences for over 60 years.

Axalta pioneered automotive color styling and color trend tracking in 1953. As part of our commitment to color, Axalta publishes an annual *Global Color Popularity Report*, the largest and longest running report of its kind in the automotive industry. It is the only report that includes global automotive color popularity rankings and regional trends from 11 leading automotive regions of the world. Each year, a full report reveals the top 10 most popular color spaces. The report also shows color popularity by vehicle segments, including compacts and sport vehicles, trucks and SUVs, intermediate and multi-purpose vehicles, as well as luxury sedans and luxury SUVs. In 2013, we published our landmark *Six Decades of Colorful Automotive Moments* which tracked the popularity of the top five car colors on four continents for the past 60 years.

Color preferences evolve around the globe. We rely on our knowledge of the past and evolving consumer preferences to find emerging styling trends for the future. Today's vehicle

finishes also rely on effects that offer new dimensions to vehicle coatings. Axalta's color technology adds rich chroma to basecoats by formulating colors with premium dispersant technologies, nano pigment dispersions and multi-layer color coating. An array of sparkling effects are formulated to add brilliance or sparkle to any painted vehicle.





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