

AquaEC Electrocoat Products

Axalta Coating Systems Announces the New AquaEC Brand Family of Electrocoat Products

New name will embrace entire portfolio of existing electrocoat products

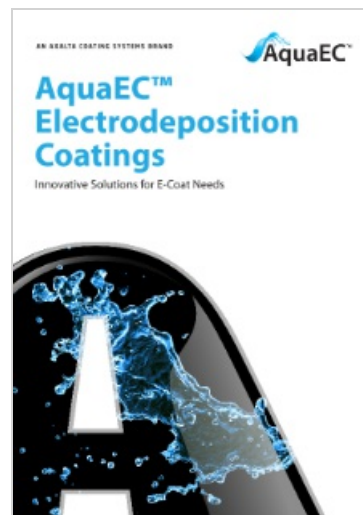
Philadelphia, PA, September 30, 2014 - Axalta Coating Systems, a leading global supplier of liquid and powder coatings, is proud to introduce AquaEC™ as the new brand name for its already established global portfolio of electrocoat products. Previously, Axalta sold electrocoat products under the brand names CorMax™ and ElectroShield as well as a line of products that already used the AquaEC name. Going forward, each of these separate products will be consolidated under the AquaEC umbrella brand that will continue to provide excellent corrosion protection and serve as a base for additional coating finishes. As part of the transition, CorMax and ElectroShield will also be renamed.

The launch of AquaEC is part of Axalta's on-going commitment to its customers to be built for performance. AquaEC will continue to fulfill the needs of customers ranging from light vehicle and heavy duty truck manufacturers to a spectrum of industrial applications. A new logo will identify the AquaEC family of products, reflecting the product's waterborne formulation and signifying a brand that's always moving forward.

"The AquaEC name and exciting logo provide a dynamic, new look to a full line of products that already enjoy tremendous loyalty among our customers around the globe," explained Michael Cash, Axalta Senior Vice President and president of its industrial coatings business. "AquaEC is already a recognized, well-known product name in a number of our key markets. Today, we're elevating the AquaEC name to embrace our full portfolio of E-Coat products that together will provide our customers with a wide array of electrocoat choices."

Steve Markevich, Senior Vice President and President of Axalta's Light Vehicle OEM coatings business, explained that "Everything about the individual product lines will remain the same - the same quality, formulations and technology will continue to provide customers with innovative solutions. Putting all our electrocoat products under one brand umbrella will help us more easily provide our global customers with information on our electrocoat offering."

The complete roll out of the new AquaEC identity across the globe will take some time. Today's announcement is the first step in this exciting process, and more information about AquaEC will be communicated throughout the remainder of 2014. Please visit us at www.axaltacs.com/aquaec for a glimpse of the new look of AquaEC and each of Axalta's E-Coat products.



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