

Media Enquiries

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Axalta expands commercial vehicle portfolio with launch of Imron® 2K high durability clearcoat in Europe

Innovative technology delivers four times better gloss retention

BASEL, SWITZERLAND - SEPT. 15, 2020 - Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, today announced the launch of its Imron 2K high durability clearcoat for commercial vehicle customers in Europe. This innovative technology combines nanoparticles with a flexible resin network to create a clearcoat with anti-abrasive properties that delivers superior surface protection even after months of exposure to severe climate conditions.



Axalta's Imron 2K high durability clearcoat is environmentally friendly with a low volatile organic compound (VOC) content, and has excellent resistance to sagging, bending or drooping of the coating when wet resulting in an overall outstanding appearance. When fully cured, the product resists scratches from wash brushes and abrasive materials.

"The Imron 2K high durability clearcoat is advantageous for commercial vehicle customers looking for a product that maintains its gloss even after continuous washing," said Neville Rhodes, European Director of Commercial Transportation Coatings at Axalta. "Utilizing new technologies and the highest quality ingredients and properties, this innovative clearcoat achieves four times better gloss retention after washing compared to similar products, delivering an impeccable overall appearance."

"We are excited to introduce this clearcoat into the Imron product portfolio for the European market," said Marko Strukelj, Global Product Director for Commercial Transportation Coatings at Axalta. "We've designed Imron coatings to deliver consistent, premium-quality results with superior durability for today's commercial transportation vehicles."

Axalta offers a full range of solvent- and waterborne Imron coating solutions for the transportation sector in Europe, including 1K and 2K topcoat systems. These environmentally friendly and easy-to-use products deliver superior overall appearance and durability year after year.

About Axalta Coating Systems

Axalta is a global leader in the coatings industry, providing customers with innovative, colorful, beautiful and sustainable coatings solutions. From light vehicles, commercial vehicles and refinish applications to electric motors, building facades and other industrial applications, our coatings are designed to prevent corrosion, increase productivity and enhance durability. With more than 150 years of experience in the coatings industry, the global team at Axalta continues to find ways to serve our more than 100,000 customers in over 130 countries better every day with the finest coatings, application systems and technology. For more information, visit axalta.co.uk and follow us @axalta on Twitter.

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