

150
YEARS



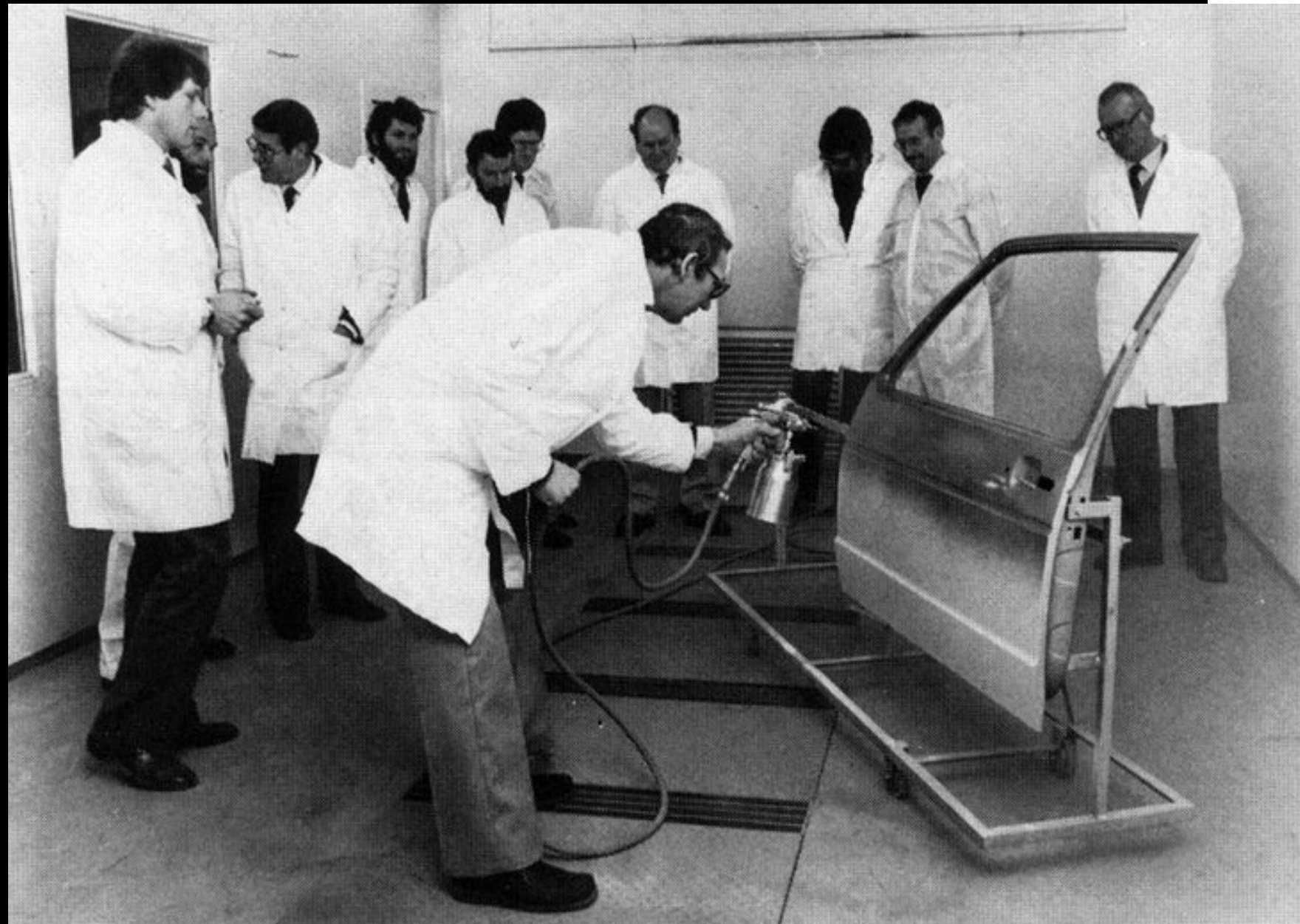
AXALTA COATING SYSTEMS

YOUR WORLD.
OUR COATINGS.



About Axalta

Axalta Coating Systems provides customers around the world with durable coatings designed to protect, increase productivity, and add color. Celebrating 150 years of experience in the coatings industry, Axalta continues to find new ways to better serve our more than 120,000 customers in 130 countries every day with the most advanced coatings, application systems, and technology.



History

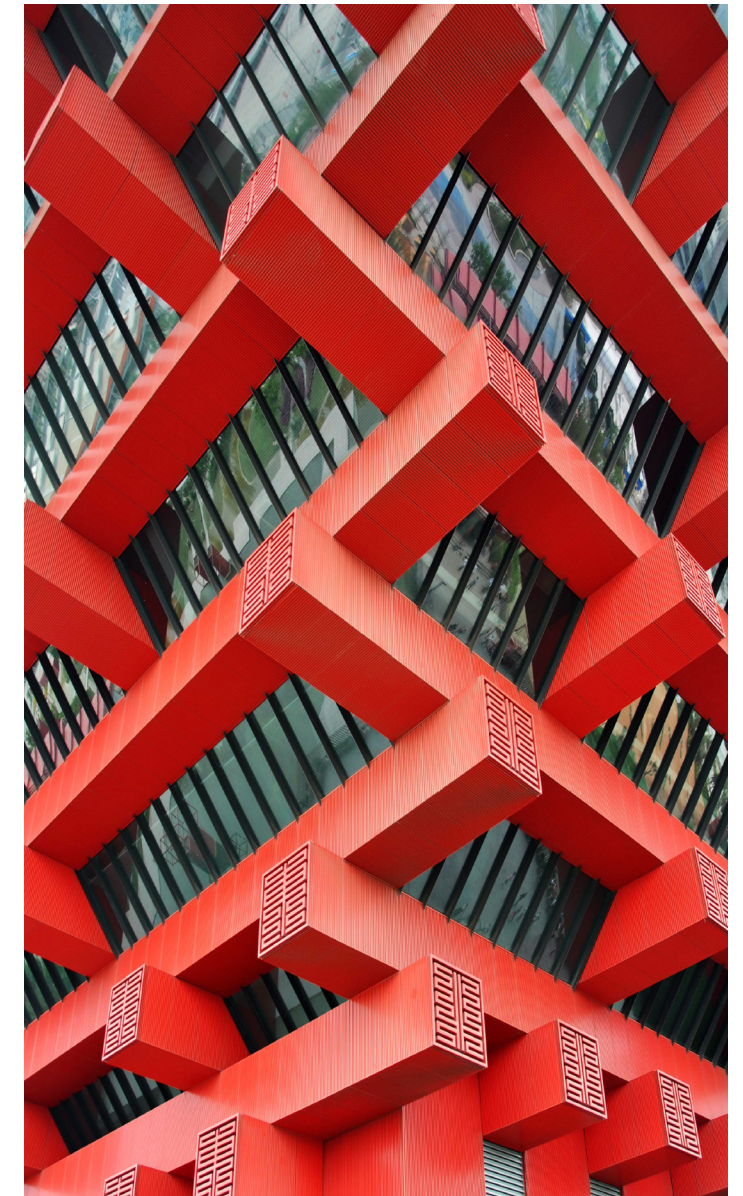
For more than a century and a half, Axalta has been at the leading edge of developing coatings and application tools that are designed to help our customers succeed. We will continue to evolve as we have from the inception of our business in 1866 to manufacturing next generation, more environmentally compatible products needed in the 21st century. Our commitment to quality, technology, and innovation will enable us to continue to put our customers first and lead the industry for the next 150 years.

About the cover

Axalta serves customers in four major regions of the world: Asia-Pacific; Europe, Middle East, and Africa; North America, and Latin America.

Our Customers and Products

Axalta products and services are used for a wide array of surfaces and applications around the world. Whether a customer manufactures a globally recognized car model or operates a family-owned collision repair shop, Axalta customers large and small have one thing in common – our promise of superior quality. Since 1866, we have produced quality high-performance coatings and application systems that lead the industry. Our coatings are formulated for advanced durability and deliver vivid colors and visual effects to any product while improving performance and productivity.



Light Vehicles

Vehicle coatings are our oldest products and date back to the carriages of the 19th century. First applied to automobiles more than 90 years ago, Axalta coatings are visible today on most of the world's leading cars, light trucks, and SUVs. For discerning buyers, the color and visual effects created by today's sophisticated paints can be one of the most important deciding factors in the choice of a new car. And, beneath the colorful finish, our coatings protect the metal and composite components of the body, adding years to the vehicle's life.

Commercial Vehicles

Coatings on heavy duty trucks, buses, and trains are designed to protect vehicles from the destructive effects of constant exposure to weather, sunlight, and harsh road conditions. Colorful coatings also have become an integral part of corporate marketing strategies. Many logistics and delivery fleets, as well as manufacturers of buses, trains, and agricultural and construction equipment, use color to promote their specific brand identity. This combination allows for highly recognized vehicles that stand out on the road and stand up to the elements.

Refinish

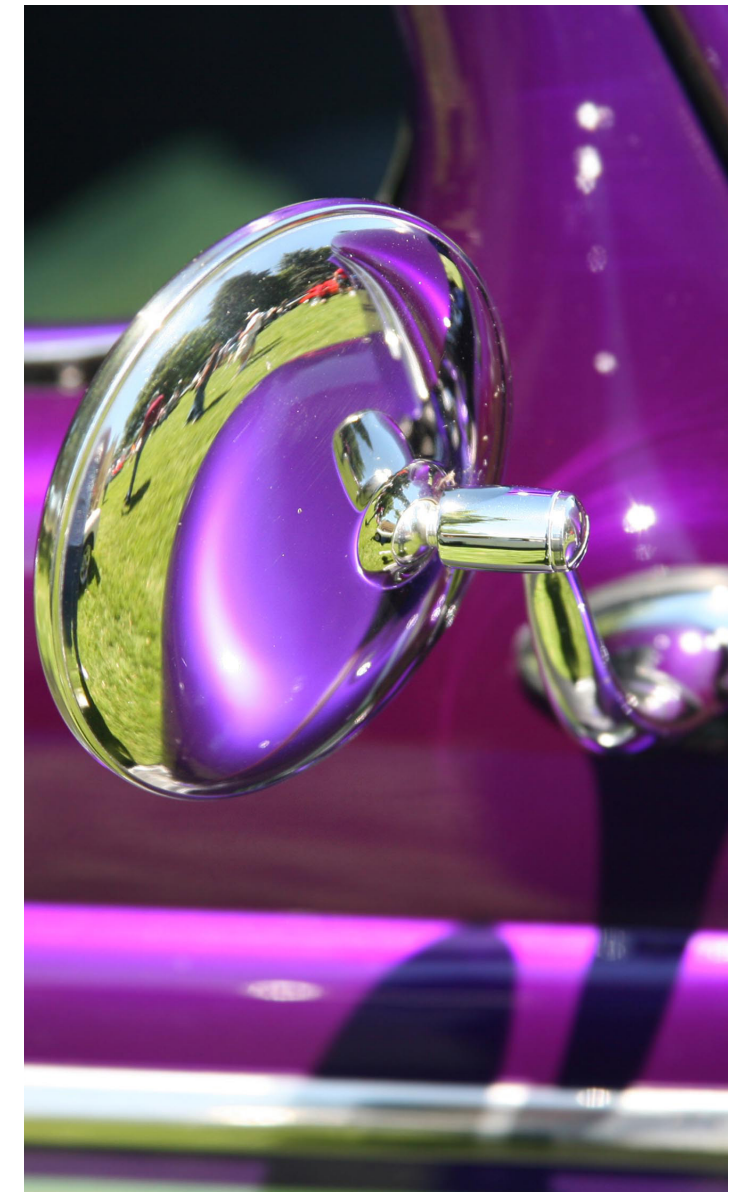
No matter how tough the coating, the need for repairs is inevitable in the life cycle of almost any vehicle due to aging, collisions, and other unavoidable events. Axalta provides a full spectrum of coatings and application technologies that enables the collision repair industry to match color and repaint vehicles to meet the original specifications. Our coatings for repair and our color matching tools are designed to help refinish technicians achieve a perfect color match as efficiently as possible. Business management tools from Axalta designed to help better manage the repair process can increase body shop efficiency and productivity.

Industrial

Industrial development has evolved and so has the need for sophisticated coatings that are formulated to protect a catalog of diverse products from harsh environments and operating conditions. Axalta coatings protect pipes from corrosion underground and add beauty to household appliances. Architectural coatings enable outdoor structures such as building facades and outdoor furniture to withstand extreme climates. Electrical insulation coatings protect products ranging from large electric motors to the smallest electronic components of computers to improve their efficiency while saving energy. Axalta electrocoat products protect materials from corrosion.

Benefits of Coatings

Axalta coatings add color and provide shimmering effects to many of the products they cover, from cars and trains to building facades and metal furniture. For these and many others products, the benefits of coatings go beyond what the eye can see.



Durability

Today's vehicle coatings are able to protect against chipping, marring, flaking, and fading. Coatings for industrial applications are created to withstand the effects of different environments - from architectural coatings formulated to endure the harshest climates to coatings for oil and gas pipelines that can tolerate increasingly high temperatures and corrosive environments. When coatings last longer, so do the products they coat which is paramount to our customers.

Protection

Our electrocoats offer the first layer of protection with enhanced corrosion resistance while improving performance for vehicles and industrial products. Primers, basecoats, and clearcoats further protect vehicle materials from the elements. Powder coatings protect metal surfaces from wear, corrosion, heat, and weather. Electrical insulation coatings enhance the efficiency of motors, transformers, and electrical components.

Productivity

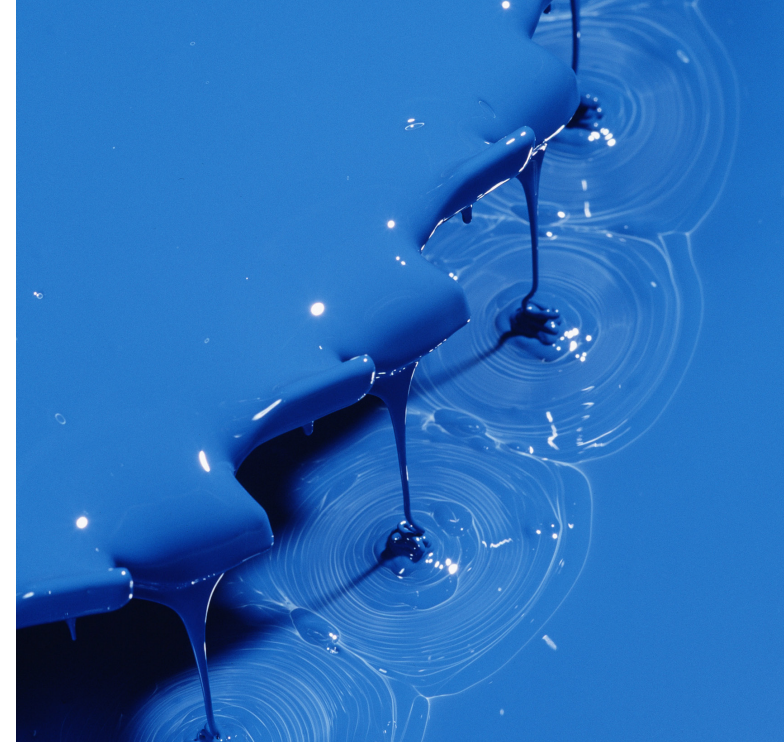
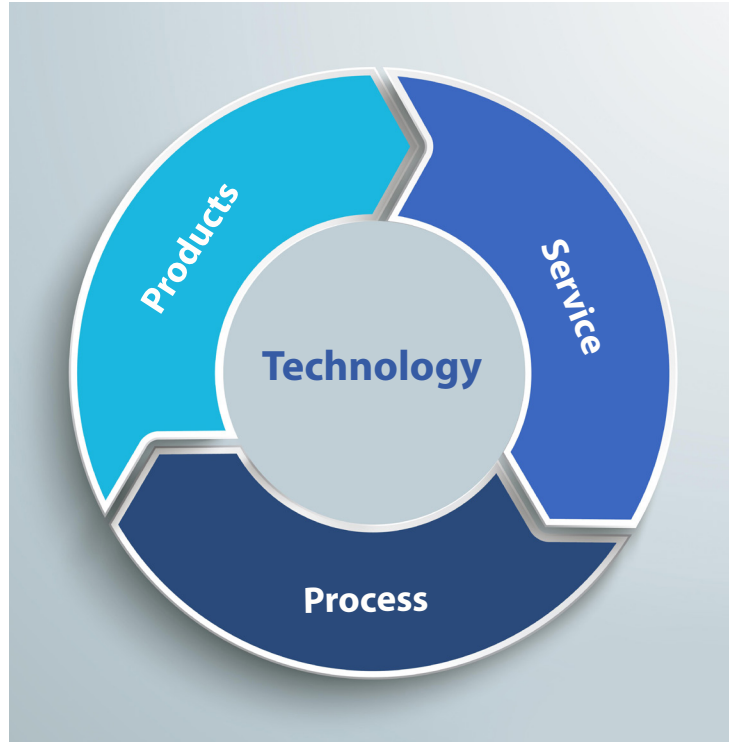
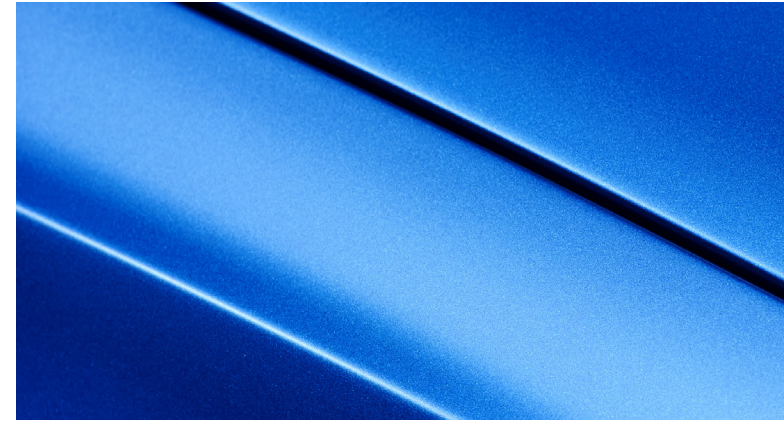
Whether a customer is a global vehicle manufacturer or a family-owned collision repair shop, Axalta coatings are developed with customer productivity in mind. High-throw electrocoats provide more efficient coverage and Axalta technologies offer automobile manufacturers a selection of coating systems that can improve application speed and save energy on the assembly paint line. The latest generation of waterborne refinish products requires fewer coats than conventional spraying, saving time and resources. Wet-on-wet systems enable paint layers to be applied on top of each other with minimal drying time between coats. With over four million colors in our database, Axalta's digital color matching technologies are designed to help a refinish technician mix the right paint color the first time, preventing time-consuming corrections and reducing waste.

Brilliant Color

We work closely with our customers to find colors that will meet the needs of their brands, and we offer customers rich color palettes designed for product promotion. This is especially important for vehicle manufacturers as lush high chroma colors and sparkling effects add luster and provide attractive options for car and truck buyers. In addition to research and development focused on color and durability, Axalta has gathered more than six decades of data showcasing the most popular colors by year for the world's leading global automotive manufacturers. We follow and report color trend information for the automotive community. Our advanced 3-D digital rendering technology helps automotive designers visualize and select colors and styling for next generation vehicles.

The Technology of Performance

Axalta is built for performance, and our ability to innovate and develop new coating products relies on decades of polymer and resin formulation capabilities and a deep understanding of pigments and color. This technology brings together various disciplines including chemistry, materials science, and engineering to develop, manufacture, and apply coatings that meet the unique needs of our customers. Process technology leverages vertical integration to scale up resins, intermediates, and paint from laboratory to production and assure both efficient and consistently high quality manufacturing of coatings. Axalta's service technology is designed to bring the latest application tools, capabilities, and personal support to our customers' production lines to ensure consistency and optimal coatings performance.



Putting Customers First

Providing superior products and developing the technology that goes into them is the first step in meeting customer expectations. Supporting our customers in ways that reflect the needs of their businesses is equally important. Refinish technicians have access around the world to Axalta's on-site training centers and e-Learning resources designed to help them use our products as effectively as possible. Many of our customers rely on Axalta's business management tools to help boost productivity in body shops. Axalta-sponsored business councils bring customers together to learn from each other and hear from subject matter experts how to manage their businesses more effectively. Digital rendering technologies enable customers ranging from car designers to architects to visualize the colors of our liquid and powder coatings on their products.

People

With nearly 13,000 employees on six continents, recruiting and developing top talent is integral to Axalta's success. Axalta attracts staff in a variety of disciplines. Technology at Axalta demands individuals who are grounded in science and engineering. Our extensive commercial operations call for people with capabilities in finance, marketing, sales, and other business disciplines as well as strong people skills. We encourage an energized and fast-paced environment that values productive collaboration, creativity, and solutions-oriented thinking. Our organization looks for inventive ways to solve challenges and to consistently meet the evolving needs of all of our customers. Our goal wherever we do business is to provide customers with innovative, colorful, beautiful, and sustainable solutions.

Sustainability

Sustainability is central to virtually everything we do as a coatings company. Beginning with the fundamental role of coatings – to make our customers’ products last longer and perform better – Axalta’s efforts to meet these goals contribute to sustainability and reduce the impact of the coatings process on the environment in a number of ways. Our liquid coatings are available in low VOC and waterborne formulations and our powder coatings contain no VOCs or targeted hazardous air pollutants. Axalta’s product application systems are designed to reduce time and waste, save energy, and reduce hazardous emissions. Our manufacturing facilities have received ISO 14001 environmental certifications and strive to minimize their impact on the environment.



Corporate Social Responsibility

With operations and offices around the globe, Axalta and our thousands of employees are members of the many local communities where we live and work. We engage in our communities by supporting programs that address three broad themes that reflect the needs of those communities and our business. We support education initiatives that encourage the disciplines of science, technology, engineering, and mathematics (STEM). These disciplines are integral to the economic and social development of our communities and also provide the skills we seek in the talent that we will need to thrive as a company. We support projects that promote the sustainability of our communities focusing on the environment and resource conservation. These initiatives complement the benefits that coatings themselves provide by enabling materials to last longer. Finally, we support programs that reflect the unique needs of the local communities where we have operations and employees.

Axalta Values

Our values are the commitment we make to ourselves and to everyone with whom we engage. 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 deliver the best possible coating systems. The languages and cultures in which we do business differ from country to country, but the values we share as a global company remain the same.

- We put our customers first.
- We take ownership in everything we do.
- We are driven to perform better each day.
- We innovate with purpose.
- We succeed as a united global team.

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