



NEWS RELEASE

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Monster Energy Yamaha MotoGP teams up with Official Sponsor Cromax for 2020 wall calendar

Cromax® announces the unveiling of its 2020 wall calendar, in collaboration with the world-famous Monster Energy Yamaha MotoGP team, for whom the premium refinish brand is an Official Sponsor.

Following the popularity of the 2019 special edition calendar *Cromax Inspires*, each of the 12 months in the 2020 Cromax calendar is represented by stunning action shots of the racing team's two motorcycle riders, Valentino Rossi and Maverick Viñales. The striking calendar images feature the two on some of the many tracks on which they race during the season, including Le Mans, Circuit of the Americas and Silverstone.

“There’s an old adage that four wheels move the body, but two wheels move the soul, and this calendar epitomises that completely,” says Kevin Torfs, Cromax Brand Manager for Europe, Middle East and Africa. “The dynamism, energy and innovation of the team jump off the page in these photos. And as an Official Sponsor of Yamaha Factory Racing MotoGP, we are delighted to make these images available to our bodyshops.”

The Cromax 2020 calendar with Monster Energy Yamaha MotoGP is available in a limited-edition print version and also available for download free of charge at www.cromax.com/eu/calendar2020.

About Cromax





Cromax, a global refinish coating brand from Axalta, is designed to increase productivity. Our coatings are formulated specifically to optimise business with advanced time-, energy- and material-saving processes that increase throughput and lower operating costs. Our value-added solutions provide customers with the most advanced systems to get the best out of the entire workflow. And our smart tools, our people's in-depth knowledge and our strong approved networks all make our bodyshop customers more attractive to work providers. Cromax - drive your productivity.

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