News Release

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For Immediate Release

Axalta Coating Systems Announces Cromax®

The New Name for DuPont Refinish

Wilmington, DE, USA 24 September 2013 - Axalta Coating Systems today announced Cromax® as the new brand name for DuPont Refinish, a leading global brand of automotive refinish systems. Along with a bold new logo that visually conveys the spirit of the brand, the launch of Cromax® is part of Axalta's on-going commitment to its customers to be built for performance.

"The Cromax® name and vibrant logo provide a fresh, new look to a superb line of refinish products that enjoy tremendous loyalty among thousands of bodyshop customers, distributors and importers involved in the refinish business around the world," explained Charles Shaver, Chairman and CEO of Axalta Coating Systems. "Cromax® is already an established, well-known product name in our key markets. Today, we're elevating the Cromax® name to embrace a portfolio of products that together will provide our customers with choices to support them from the front of the bodyshop to the back."

The Cromax® family of brands promises improved productivity, backed by products engineered for easy, quick and accurate application. Cromax® includes all of the great product lines that are part of the DuPont Refinish franchise today such as Cromax® Pro, Cromax® Basecoat, Chroma Premier®, ChromaBase® and Centari®. Everything about the individual product lines will remain the same – the same quality, formulations and technology will continue to provide customers with innovative solutions.

The complete roll out of the new Cromax® identity across the full portfolio of products will take some time. Today's announcement is the first step in this exciting process and more information about Cromax® will be communicated throughout the remainder of 2013. New Cromax® product labels will begin to appear in 2014 depending on location. In the meantime, all products, color tools and other resources with the DuPont Refinish name may continue to be used by importers, distributors or bodyshop customers.

Please visit us at www.cromax.com for a glimpse of the new look of Cromax®.

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Axalta Coating Systems is a leading global provider of liquid and powder coatings to automotive, transportation, general industrial and selected architectural and decorative customers. Axalta Coating Systems, formerly DuPont Performance Coatings, will continue to build on over 145 years of experience in the coatings industry. For more information visit axaltacoatingsystems.com

Cromax® is the global refinish coatings brand for refinish bodyshops. We deliver increased productivity from the front of the bodyshop to the back, through coatings systems engineered for easy, quick, and accurate application, localised business and marketing support solutions, and pragmatic innovations to simplify and expedite the refinish process. With our products and support, we help bodyshops focus on driving their businesses forward.