

Axalta launches Drivus – An essential suite of business services for long-term bodyshop success

Basel, Switzerland, 01 July 2021 – Axalta (NYSE: AXTA), a leading global supplier of liquid and powder coatings, today launched a new business partnership concept for the European automotive refinish market under a new brand: Drivus. Designed to focus on the particular challenges faced by bodyshops, Drivus targets productivity, performance and profits to ensure bodyshops build better businesses.

The ever-growing portfolio of services offered by Drivus gives bodyshops expert tools and services:

- Drivus Consultancy
- Drivus Digital Services
- Drivus Sales and Management Training
- Drivus Network Services

Bart De Groof, Axalta's Marketing and Strategy Director of Refinish for Europe, Middle East and Africa, says, "We have a rich, deep history of working with and understanding the very specific challenges faced by bodyshops of all sizes – from a busy independent to a large multi-shop operation. As a complete business partner to the refinish industry, bringing with us our strong OEM links, we know the need for Drivus is great in our region. Thanks to its suite of innovative services, programmes and tailored expert consultancy, Drivus provides essential business services for bodyshops looking to the future."

Through Drivus, Axalta's new approach to key account management means the actual implementation of a true business partnership with customers is the key success factor. Drivus provides resources, through Axalta account managers, to drive higher performance at partners and customers.

With its attention on optimising processes, Drivus finetunes every aspect of a bodyshop's day-to-day operations. By implementing specific tactics to work faster, smarter and with less waste, efficiency is improved, allowing bodyshops to diversify through new offerings. Drivus is built on a mindset of constant, long-term improvement, and thanks to its tailored consultancy and digital tools, bodyshops cannot only take advantage of improvements today, but also plan for the future.

"As a future-focused brand, Drivus is sensitive to the disruptive trends that the collision industry is facing. The opportunities for growth, even in this pressurised industry, are there, and Drivus is here to show bodyshops the way," De Groof adds.

Austria, Spain and Sweden are the first countries to launch Drivus, and it will be rolled out in other European markets in the second half of 2021.

As part of Axalta, Drivus gives bodyshops the tools they need to build better businesses supported by more than 150 years' experience in the vehicle repair business worldwide. Its suite of innovative, future-focused services, programmes and tailored expert consultancy are based on an unrivalled understanding of how to run a bodyshop profitably. By focusing on the specific challenges faced by bodyshops, Drivus improves business productivity, delivers increased performance and better profitability.

For more information about Drivus, visit www.drivus.com and to find out more about Axalta Refinish, please visit www.refinish.axalta.eu.

About Spies Hecker

Spies Hecker, a global refinish coating brand from Axalta, develops optimum and practical paint system solutions that make bodyshop work easier and more efficient. Originally from Cologne, Germany, and with over 135 years of success behind it, Spies Hecker's high-quality product systems, customised service and tailored training demonstrate its partnership with the refinish industry. The paint brand is one of the world's leading vehicle refinish brands and is available in over 75 countries worldwide.

Spies Hecker – simply closer!



PR Photo - Drivus (1) (jpg | 647.89 KB)



PR Photo - Drivus (2) (jpg | 212.33 KB)

