

## News release

November 22, 2016

### **AkzoNobel launches Colorvation in North America at SEMA 2016**

AkzoNobel's Vehicle Refinishes' business used the recent Specialty Equipment Market Association (SEMA) show in Las Vegas to officially launch Colorvation in North America. Colorvation is AkzoNobel's unique approach to vehicle refinishing designed to empower the use of digital technology.

The initiative enables bodyshop owners, technicians and painters to maximize productivity and profitability by using the company's latest Automatchic™ and MIXIT™ digital technologies to increase speed and accuracy in color matching. Digital color matching means fewer errors and reduced cycle time, leading to a consequent reduction in costs and an increase in the potential number of vehicles going through the shops. Users already report an average reduction of up to 20% in overall paint use.

In the press conference held during SEMA, Peter Tomlinson, Global Managing Director for AkzoNobel's Vehicle Refinishes' business said: "Our car repair industry has come a long way over the past decade. So have the people that work within it. With technology and industries continuing to develop faster than the speed of light, professionals are constantly being challenged to keep up with the times. It is on top of our mind to help our customers to take the digital journey at a pace that suits them as a next step towards total digital adoption. This means we need to prepare our customers for embracing a digital way of working. Therefore, a change of mind set to trust digital tooling instead of trust our eyes is key. From experience we know that once a customer has embraced this digital transformation, they consider our Colorvation approach a real gamechanger."

In a packed first day of the show, Jennifer Solcz, North American Marketing Manager for AkzoNobel Vehicle Refinishes, also announced a brand-new partnership between AkzoNobel and well-known custom car builder and host of TV's 'Bitchin' Rides', Dave Kindig.

Kindig, whose program attracts an audience of millions for its restoration and design of eye-catching custom cars, will be developing a range of custom paints for Sikkens, to be launched at SEMA 2017. Introducing the new association in front of the packed AkzoNobel stand, Solcz called Kindig: "A true automotive artist known for his exceptional quality, workmanship and style."

As well as these two headline announcements, AkzoNobel reached out to the painters, technicians, sales advisors, chemists and marketers of the future by sponsoring the SEMA Show Student Career Day, showcasing the many opportunities the company offers.

SEMA is an annual trade-only show, attracting over 60,000 domestic and international buyers in 2016. After the event, Remco Maassen van den Brink, Marketing Director for AkzoNobel's Vehicle Refinishes' business unit commented: "We wanted to get visitors excited at this year's SEMA and I believe we achieved that. It's a show that attracts great interest, and for both Colorvation and our custom car partnership, it gave us an ideal platform to launch our new ideas. I think visitors to the show and the market as whole will be in no doubt that we are a company steeped in innovative thinking."

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AkzoNobel creates everyday essentials to make people's lives more liveable and inspiring. As a leading global paints and coatings company and a major producer of specialty chemicals, we supply essential ingredients, essential protection and essential color to industries and consumers worldwide. Backed by a pioneering heritage, our innovative products and sustainable technologies are designed to meet the growing demands of our fast-changing planet, while making life easier. Headquartered in Amsterdam, the Netherlands, we have approximately 45,000 people in around 80 countries, while our portfolio includes well-known brands such as Dulux, Sikkens, International, Interpon and Eka. Consistently ranked as a leader in sustainability, we are dedicated to energizing cities and communities while creating a protected, colorful world where life is improved by what we do.

#### **Not for publication – for more information**

##### **AkzoNobel – Vehicle Refinishes:**

**Contact:** Yvette Lefeber

**E-mail:** [yvette.lefeber@akzonobel.com](mailto:yvette.lefeber@akzonobel.com)

Rijksstraatweg 31      T +31 71 3086944  
P.O. Box 3              F +31 71 3082002  
2170 BA Sassenheim   [www.akzonobel.com](http://www.akzonobel.com)  
The Netherlands