



Axalta Coating Systems Signs On As Final Founding Partner For Daytona International Speedway's Motorsports Stadium

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* Company To Also Serve As Official Finishes, Coatings And Paint Of Daytona International Speedway

DAYTONA BEACH, Fla.--(BUSINESS WIRE)--May 9, 2016-- International Speedway Corporation (NASDAQ Global Select Market: ISCA; OTC Bulletin Board: ISCB) ("ISC") and Axalta Coating Systems (NYSE: AXTA), a leading global manufacturer of liquid and powder coatings, announced today a multi-year partnership that will make Axalta the fifth Founding Partner at Daytona International Speedway's (DIS) new motorsports stadium.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160509006433/en/>



From left to right: Joe McDougall, Senior Vice President, Axalta Coating Systems; International Speedway Corporation CEO Lesa France Kennedy; Axalta Chairman and CEO Charlie Shaver; Daytona International Speedway President Chip Wile; Mike Carr, President, Axalta North America, and Mike Cash, Senior Vice President and President, Industrial Coatings at Axalta stand alongside the rendering of the Axalta Center Injector at Daytona International Speedway. (Photo: Axalta)

"Axalta has been a long-standing and strong sponsor of our sport for many years and we're thrilled to welcome them as a partner at Daytona International Speedway," said ISC Chief Executive Officer Lesa France Kennedy. "Their activation will enable us to further enhance the fan and spectator experience which is a main focus of our new stadium."

The multi-year agreement will provide Axalta with naming rights for the Center injector as well as branding rights within specific areas of the "World Center of Racing" zone, the central "neighborhood" overlooking the famed start/finish line inside the new stadium. The "World Center of Racing" zone is roughly the area of two football fields and celebrates the history and legacy of racing at DIS while featuring retail and dining areas, dozens of video screens and open sight-line views of the racetrack.

"All of us at Axalta are tremendously excited to be a sponsor of the Daytona International Speedway, especially as we celebrate our company's 150th anniversary in the coatings industry," explained Axalta Chairman and CEO Charlie Shaver.

"Daytona is an American icon synonymous with the sport of racing not only across the

nation but around the world. We are proud to be able to associate the paint and other coatings that we supply the global transportation industry with the technology that underpins racing and the superior performance that the cars deliver on the track at every race."

Axalta will receive 32,000 square feet of branding and engagement opportunities in the Center injector that vertically span four concourse levels along with a dedicated display activation area in the redesigned Midway (located near its injector). Financial terms of the agreement were not disclosed.

"We're honored to welcome Axalta to our family of Founding Partners," said Daytona International Speedway President Chip Wile. "Their activation in the Center injector will be a great fit for our motorsports stadium while creating exciting engagement opportunities."

Through the partnership, Axalta furthers its strong commitment to motorsports. Axalta serves as a primary sponsor of Dale Earnhardt Jr. and the Hendrick Motorsports No. 88 Chevrolet SS team as part of its longstanding, 24-year partnership with Hendrick Motorsports. Additionally, Axalta recently served as the sponsor of the Axalta Faster. Tougher. Brighter. 200 NASCAR XFINITY Series race at Phoenix International Raceway (PIR).

About ISC

International Speedway Corporation is a leading promoter of motorsports activities, currently promoting more than 100 racing events annually as well as numerous other motorsports-related activities. The Company owns and/or operates 13 of the nation's major motorsports entertainment facilities, including Daytona International Speedway® in Florida (home of the DAYTONA 500®); Talladega Superspeedway® in Alabama; Michigan International Speedway® located outside Detroit; Richmond International Raceway® in Virginia; Auto Club Speedway of Southern CaliforniaSM near Los Angeles; Kansas Speedway® in Kansas City, Kansas; Phoenix International Raceway® in Arizona; Chicagoland Speedway® and Route 66 RacewaySM near

Chicago, Illinois; Homestead-Miami SpeedwaySM in Florida; Martinsville Speedway® in Virginia; Darlington Raceway® in South Carolina; and Watkins Glen International® in New York.

The Company also owns and operates Motor Racing NetworkSM, the nation's largest independent sports radio network, and Americrown Service CorporationSM, a subsidiary that provides catering services, and food and beverage concessions. In addition, the Company has a 50 percent interest in the Hollywood Casino at Kansas Speedway. For more information, visit the Company's website at www.InternationalSpeedwayCorporation.com.

About Axalta Coating Systems – Celebrating 150 Years in the Coatings Industry

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colorful, beautiful and sustainable solutions. From light OEM vehicles, commercial vehicles and refinish applications to electric motors, buildings and pipelines, our coatings are designed to prevent corrosion, increase productivity and enable the materials we coat to last longer. With 150 years of experience in the coatings industry, the 12,800 people of Axalta continue to find ways to serve our more than 100,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit axaltacoatingsystems.com and follow us @axalta on Twitter and on [LinkedIn](#).

About Daytona International Speedway

Daytona International Speedway is the home of "The Great American Race" - the DAYTONA 500. Though the season-opening NASCAR Sprint Cup event garners most of the attention - as well as the largest audience in motorsports - the approximately 500-acre motorsports complex boasts the most diverse schedule of racing on the globe, thus earning it the title of "World Center of Racing." In addition to eight major weekends of racing activity, the Speedway will host the inaugural Country 500 – The Great American Music Fest at DAYTONA over Memorial Day Weekend in 2016. Rarely a week goes by that the Speedway grounds are not used for events that include civic and social gatherings, car shows, photo shoots, production vehicle testing and police motorcycle training.

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