



Press release

AkzoNobel
Tomorrow's Answers Today

AkzoNobel's Wanda Steps Into the Spotlight at SEMA 2011

New VOC-compliant system and customized Camaro finishes play starring roles



NORCROSS, GA – November 14, 2011 – AkzoNobel's Wanda refinish brand took center stage during the 2011 SEMA show in Las Vegas earlier this month, as the Wanda brand spokesperson made a formal announcement of the brand's US launch of its new Wanda Waterbase basecoat system during a press conference held in the Wanda refinish booth.

As the cameras rolled, Mark Rapson, AkzoNobel's Business Manager of Trade Brands, North America, explained that the Wanda Waterbase system helps body shops reduce the complexity of "going green," and that the brand's simplicity, color and value proposition delivers significant time and cost savings, while boosting ease-of-use and color match accuracy. Ken Lingenfelter, owner of Lingenfelter Performance Engineering (LPE), was invited to speak on the performance attributes of his Yellow Twin Turbo and Black Supercharged Signature Series Camaro cars on display in the Wanda booth and why he chose the Wanda brand to achieve the special finishes and styling effects featured on the cars.

"The Wanda brand garnered a lot of attention and positive feedback throughout the show," said Rapson. "SEMA was the perfect venue to introduce our new Low VOC system. The brand's simplicity, ease-of-use, exceptional color match accuracy, color documentation tools and performance features, are all designed to bring real value to the industry's small to medium-sized body shops."

More accolades followed the press conference as LPE's Supercharged Signature Series Camaro car painted in Wanda's Black with Fire Red stripes under Stealth clear received Motor-Trend's "Top 6 Chevy's at SEMA" designation, with online coverage of the announcement at: <http://wot.motortrend.com/2011-sema-sonic-and-camaro-overload-%e2%80%93-our-top-6-chevys-of-the-show-132371.html>.

Rapson adds, "The SEMA 2011 show was a tremendous success and we're very proud to have built new relationships at the show and raise industry awareness about Wanda brand products."

Safe Harbor Statement

This press release contains statements which address such key issues as Akzo Nobel's growth strategy, future financial results, market positions, product development, products in the pipeline, and product approvals. Such statements should be carefully considered, and it should be understood that many factors could cause forecasted and actual results to differ from these statements. These factors include, but are not limited to, price fluctuations, currency fluctuations, developments in raw material and personnel costs, pensions, physical and environmental risks, legal issues, and legislative, fiscal, and other regulatory measures. Stated competitive positions are based on management estimates supported by information provided by specialized external agencies. For a more comprehensive discussion of the risk factors affecting our business please see our latest Annual Report, a copy of which can be found on the company's corporate website www.akzonobel.com.

Please visit www.wandarefinish.com to view video clips of the press conference and show highlights; photos of the Lingenfelter Signature Series Camaro cars and live Wanda brand spokesperson; industry news articles generated about Wanda—and to learn more about Wanda Waterbase and the full range of Wanda products and color tools. Wanda's upcoming events and activities can also be found on Facebook and Twitter.

#

Note to Editor

Car Refinishes is one of the world's leading suppliers of paints and services for the car repair, commercial vehicles and automotive plastics markets. It sells coatings for car body refinishing, or recoating, to customers including bodyshops, distributors, fleet owners, automotive suppliers and major bus and truck producers. Brands include Sikkens®, Lesonal®, Dynacoat®, Wanda®, and Autocoat® BT. Operating in more than 60 countries, Car Refinishes has specialists around the world who understand local markets and can serve local needs. Its state-of-the-art customer services, color and technology solutions include offering technical and logistical support and the delivery of training programs.

Internet: <http://www.carrefinishes.com>

For more information:
AkzoNobel
Car Refinishes North America
5555 Spalding Drive
Norcross, Georgia 30092
www.akzonobelcarrefinishes.net
1.877.367.2596

Media Contact:
Vicki Schauer
PR a' la carte
949-278-0771
pr.a.la.carte.vs@gmail.com