



PRESS INFORMATION

Invest in the latest cutting-edge technology for bodyshops with Drivus Financial Services

Get Axalta Irus Mix - the fastest fully automated, hands-free refinish mixing machine on the market to build more efficient and future-proofed businesses

25 August 2023 – Drivus, part of Axalta, a leading global supplier of liquid and powder coatings, is simplifying the equipment leasing process for the automotive refinish market in Europe, the Middle East and Africa (EMEA), with its newly launched Financial Services offering.

Drivus Financial Services allows bodyshops to stay up-to-date with the most recent technology, which will deliver increased efficiency and provide a strong competitive advantage.

The latest piece of technology available through Drivus Financial Services is Axalta Irus Mix, the fastest fully automated, hands-free refinish mixing machine on the market. Launched in May 2023, Axalta Irus Mix delivers highly accurate colour and works with Axalta's innovative packaging, maximising profitability and minimising environmental impact to help refinish customers meet or exceed key business goals.

Babak Tehrani, Business Services Manager for Axalta Refinish in the EMEA region, says, "It's vital in times of economic uncertainty that bodyshops can continue to invest in the latest cutting-edge equipment, like Axalta Irus Mix, to stay competitive. It is game-changing technology, three years in the making."





Axalta has driven the concept, development, design, and construction of Axalta Irus Mix from the ground up.

There are four key pillars on which Axalta Irus Mix is based:

- Time advantages
- Labour optimisation
- Consumption advantages
- Environmental thoughtfulness

“At Axalta, we always strive to be at the forefront of innovation. Axalta Irus Mix was designed for bodyshops who need more capacity and throughput and for those who want to do business more efficiently, effectively and thoughtfully. But this comes only with investment and that means up-front cost that not all bodyshops can afford. That’s where Drivus Financial Services comes in. The programme allows bodyshops to invest in or upgrade the equipment they need, quickly, with minimal up-front investment and for a fixed monthly cost.”

The monthly fee includes the equipment and set-up. The leasing fees are treated as operating expenses, so they don’t impact balance sheets, which means bodyshops immediately start to reap the benefits of both performance and profitability.

The process is simple. First, the Drivus expert will analyse the bodyshop requirements before creating a tailored proposal of lease solutions. Once agreed in principle with the bodyshop, Axalta’s financial partner, a bank, will evaluate the request and, if it receives formal approval from the bank, the official lease agreement will be prepared. Once signed, the order is processed, equipment delivered and installed, and the bodyshop staff trained.



“Drivus is at the side of bodyshops during this difficult and uncertain time to support them build their businesses to perform better every day,” adds Tehrani.

For more information on Drivus, visit, www.drivus.com. For more information about Axalta Iru Mix, please visit www.refinish.axalta.eu/Axalta-Iru.

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About Drivus

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 refinishers, Drivus improves business productivity, delivers increased performance and better profitability.