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## Axalta to Debut “Stock-to-Stunning” Television Commercial

***Rachel De Barros Discusses Her Experience Painting Her Ride With a Team of Paint Novices and Legendary Airbrush and Pinstripe Artists***

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Would you try to paint your own car if you had not done it before? Would you let other novices join you in painting your “pride and joy” if they had never painted before either? Rachel De Barros, chief marketing officer, host and executive producer for *Gearhead Diva*, a do-it-yourself, car-building network, did just this with Axalta Coating Systems (NYSE: AXTA) paint. In Axalta’s new TV commercial that debuts this month, De Barros tells fans how her car went from “stock” to “stunning” faster than she ever could have imagined.



Axalta Cromax® Pro paint shines brilliantly on Rachel De Barros’ 2010 Dodge Challenger SRT8 (Photo: Business Wire)

“I’ve never painted a car, and it’s not something you’d try out for the first time on your own ‘pride and joy’, but I did – with the help of Axalta staff who provided some direction at the Specialty Equipment Market Association’s (SEMA) annual tradeshow. The results were amazing,” explained De Barros. “Cromax® Pro paint was easy to use and delivered flawless coverage in one session. Axalta’s coating technologies and trainers allowed our team – from paint novices to legendary

airbrush and pinstripe artists – to unleash our creativity and transform my “baby” into this one-of-a-kind show car!”

De Barros was joined by Cherielynn Westrich, a car builder on the hit show *Overhaulin’*, and Clarence Barnes, professional driver and television show host, all of whom had never sprayed paint before, helped paint De Barros’s 2010 Dodge Challenger SRT8 with Cromax Pro waterborne basecoat at the *Axalta Experience* outdoor spray booth at SEMA 2014.

The next day legendary custom-paint and pinstripe artist Danny “Danny D” Galvez joined by his crew of Efrin “Bugs” Gonzales and Manny Cisneros, as well as pinstripe artist Paul Quinn, transformed the Challenger into a steel canvas of automotive art with Axalta’s brilliant colors. In 48 hours, the car went from prepped to showpiece, demonstrating how Axalta’s refinish products and services are truly engineered for speed.

The commercial will debut on MAVTV during the February 5, 2015 episode of *Two Guys Garage* television series. Watch it live or visit us at <http://www.axalta.us/events/SEMA.html> to see the commercial, in addition to celebrity interviews and a recap of the celebrity and custom-car painting events. To learn more about how Axalta is #EngineeredForSpeed, follow us on our North America Refinish social media channels.

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## **About Axalta Coating Systems**

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colorful, beautiful and sustainable solutions. From light OEM vehicles, automotive refinish and commercial vehicles 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 more than 145 years of experience in the coatings industry, the 12,000 people of Axalta continue to find ways to serve our more than 120,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit [www.axaltacoatingsystems.com](http://www.axaltacoatingsystems.com) and follow us @axalta on twitter.

Photos/Multimedia Gallery Available:

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