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Axalta Coating Systems Debuts New Alesta Illusion Powder Coatings During Auction of Restored Pedal Car

Axalta to Auction Powder-coated, 1950s Pedal Car Using New Alesta Illusion Peerless Pink

HOUSTON--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, has found a unique way to debut its new line of Alesta® Illusion powder coatings while giving back to the community. Axalta's soon-to-be released Peerless Pink powder coating, from its new Alesta Illusion line of coatings, covers a fully restored 1950s pedal car that will be auctioned on October 28, 2016 at Axalta's new powder coating Learning and Development center in Houston, Texas to benefit the Susan G. Komen breast cancer foundation

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20161018006150/en/>

"We are thrilled to introduce our new Illusion color line that is both attractive and effective," said Kristen Boyd, Axalta Marketing Manager. "October is breast cancer awareness month and what better way to showcase our highly anticipated line of beautiful powder coatings than with Peerless Pink on a fully-restored car."

The restored 1950s Murray Flat Face pedal car was refurbished by Roger Lapointe, owner of Precision Powder Coating in Vassalboro, Maine. "Working on this special car has been a great opportunity to once again use Axalta's quality powder coatings on a fun and meaningful project," said Roger Lapointe.

The new Illusion line features twelve high-gloss, smooth polyester products with a super durable formulation that has excellent UV resistance. These weatherable new products produce a metallic effect when viewed at different angles, especially when exposed to direct sunlight. Some products in the new line are also metallic semi-transparent candy colors that can be applied to a variety of substrates, dramatically changing the look of the final product.

Axalta supports selected initiatives that respond to the needs of the communities in which we operate. Our engagement focuses on three broad themes: education, sustainability, and community relations. These themes reflect the needs of our communities as well as the fields of expertise within Axalta.



To learn more about Axalta's commitment to the community, visit

Axalta Coating Systems Debuts New Alesta Illusion Powder Coatings During Auction of Restored Pedal Car. (Photo: Axalta)

axaltacs.com/socialresponsibility.

To learn more about Axalta Coating Systems or the new Illusion line, visit www.axalta.us/powder.

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 approximately 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](#).

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