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## Discovery Channel's New Season of Texas Trocas Features Axalta's Paint

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings celebrating its 150th anniversary in the coatings industry, is pleased to announce its partnership with Texas Chrome heavy duty truck body shop for its upcoming season on Discovery Channel's television show, *Texas Trocas*.

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

<http://www.businesswire.com/news/home/20161018006723/en/>



A 2000 Kenworth W900 built by Texas Chrome Shop and finished with Axalta Imron® 6600 CT™ won Best of Show at the Great American Trucking Show and will appear on Discovery Channel's Texas Trocas TV show. (Photo: Axalta)

The show features project builds including a 2000 Kenworth W900 heavy duty truck that was recently finished with Axalta's Imron® 6600 CT polyurethane basecoat. The Kenworth, owned by Omar Ruiz of Midland, Texas won the coveted Best in Show—Builders Class award in its first public appearance at the Great American Trucking Show (GATS) in Dallas, Texas this past summer. The custom

rebuild included many in-house fabricated metal parts, bumpers, recessed lights, wheels with a filigree design, and was finished with a custom paint job comprised of four of Axalta's custom-mixed blue colors.

“Every time we have entered GATS, we have won the top national builder’s category for Best Paint,” said Roland Mendez, Texas Chrome Owner. With our team of 28, we are a ‘one stop shop’ offering chrome accessories, engine repairs, polishing, welding, fabrication, body and, of course, our trucks are finished with Axalta’s brilliant paint.”

“Axalta is proud to be involved with a custom truck shop whose team puts an incredible amount of detail into each job and adds their own unique touch to each of their clients’ trucks,” said Marcelino Fernandez, Axalta Fleet Account Manager.

Viewers will have the opportunity to see all of Texas Chrome Shop’s innovative builds during the current season of *Texas Trocas* which began October 17 and airs entirely in Spanish.

To learn more about Axalta commercial transportation coatings, visit [axalta.us/transportation](http://axalta.us/transportation).

### **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](http://axaltacoatingsystems.com) and follow us @axalta on Twitter and on [LinkedIn](#).

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Axalta Coating Systems  
Janine Little, +1 610-358-4951  
[Janine.little@axaltacs.com](mailto:Janine.little@axaltacs.com)  
[axaltacoatingsystems.com](http://axaltacoatingsystems.com)

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