

November 2, 2016



Axalta and TV's Mobsteel Custom Car Builders Reveal Artist Signature Series Paint Line

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings will hold a press conference to reveal the Axalta Artist Signature Series – Cromax[®] Mobsteel[®] Midnight CFX[™] Candy Colors, a vibrant collection of custom colors designed by television stars, *Mobsteel* and Axalta color designers.

Adam Genei, owner of Mobsteel, a custom car design and build company, and his right-hand man, artist and painter Ron Coan will join Mike Carr, Axalta President-North America on stage to discuss the conception, inspiration and design of the new collection. The Mobsteel crew will be available for autographs following the event.

Who: Mike Carr, Axalta President-North America, Adam Genei and Ron Coan of NBCSN's Mobsteel
What: Reveal of Axalta Artist Signature Series – Cromax Mobsteel Midnight CFX Candy Colors
When: Wednesday, November 2, 2016 at 3:30 p.m.
Where: Las Vegas Convention Center
Outdoor booth #61009
3150 Paradise Road
Las Vegas, NV 89109

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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