

November 18, 2016



## Axalta Shines with New Artist Signature Series at the 2016 SEMA Show

GLEN MILLS, Pa.--(BUSINESS WIRE)-- [Axalta Coating Systems \(NYSE: AXTA\)](http://www.axalta.com), a leading global supplier of liquid and powder coatings, launched its latest Artist Signature Series of custom refinish colors at the annual Specialty Equipment Market Association (SEMA) tradeshow in Las Vegas, Nevada. The collection called, *Axalta Artist Signature Series – Cromax® Mobsteel Midnight CFX™ Candy Colors*, is a vibrant set of custom colors designed by Mobsteel® and Axalta color designers.

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

<http://www.businesswire.com/news/home/20161118005568/en/>



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Mobsteel owner Adam Genei, artist Ron Coan, and the rest of the team from Mobsteel, a design / build car company that manufactures aftermarket products and builds custom cars, and subject of a popular NBCSN show of the same name, joined Axalta's Mike Carr, President of Axalta's business in North America and Harry Christman, Cromax Brand Manager, to launch the new color collection at Axalta's *Engineered for Speed* booth. The colors,

including *8 Mile Maroon* and *Motorcity Sunset*, are part of the dynamic series that appear to be a shade of black at first glance, but under light, reflect rich reds, purples, golds and more.

These effects are accomplished with a new charcoal candy dye and an added xirallic pearl effect that creates pops of color and explodes in sunlight.

“I’m so proud to have a Mobsteel signature line of colors,” said Genei. “It was a great experience to work with the experts at Axalta at their Chicago training center to create our Mobsteel Midnight CFX Candy Colors. Launching this at SEMA during a press conference at the Axalta Engineered for Speed booth was just icing on the cake.”

“This line is exciting for both Axalta and the artists with whom we work. I’m thrilled that Mobsteel founder, Adam Genei, and his team helped to reveal this exciting new collection in the Artist Signature Series,” said Christman. “We are extremely proud that this talented design/ build team uses Axalta refinish products in their shop and that they partnered with us to create a line of colors inspired by their city of Detroit and their craft.”

The Axalta Signature Series is designed to recognize and promote the creative color imagination of innovative refinishers. Cromax Mobsteel Midnight CFX Candy Colors is the second line in the Axalta Artist Signature Series. Axalta first introduced the Series at the 2015 SEMA Show with *Danny D’s Mild-to-Wild Combinations™*.

To watch the Mobsteel Midnight CFX Candy Colors launch video, click [here](#).

### **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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