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## Axalta Hosts Annual Latin American Distributors Convention 2017

*Over 500 Axalta distributors learn strategies to anticipate market needs and customer expectations*

MEXICO CITY--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global manufacturer of liquid and powder coatings, held its Annual Latin America Distributors Convention in Los Cabos, Baja California Sur, with the presence of Charlie Shaver, Axalta Chairman and CEO, members of global and regional leadership teams as well as over 500 distributors, business partners, customers and colleagues from the region. The agenda included workshops that focused on business strategies to improve customer productivity and presentations on new products, technologies, and other commercial resources for customers.

Shaver reviewed Axalta's latest achievements in Latin America, as well as the company's global results, challenges, and opportunities. He highlighted the importance of the region's contribution to Axalta's growth, and the company's commitment to continued investment and expansion in Latin America.

"Our operations in Mexico and across Latin America continue to position us well across the region. Our recent plant opening in Argentina and expanded production capacity in Mexico and Brazil provide a competitive advantage. We are especially grateful to our business partners in the region, including the distributors and customers at this important meeting, and look forward to serving them with innovative coating technologies in the years to come," said Shaver.

Axalta has operated successfully in Latin America for more than 75 years and the convention coincided with the company's 65<sup>th</sup> anniversary in Mexico. Axalta supports growth of regional businesses through its mobile training programs for local refinish painters and technicians. Customers can receive training onsite at their body shops using Axalta's leading refinish brands Cromax® and Standox®, among other brands.

"Our regional success has a lot to do with the focus we have on our customers and the training of master painters and workshops," explained Daniel Salcido, President of Axalta – Latin America North and Vice President of Refinish for Latin America. "We are constantly implementing training programs and other initiatives that help us provide the best service and we continue to innovate for the benefit of our customers in Latin America."

“This year’s convention was a great opportunity to leverage our talent pool and experience across the entire hemisphere and better serve the increasingly globalized nature of our customer base,” explained Mike Carr, President of Axalta’s Americas Region. The company recently merged the management of previously separate North America and Latin America regions.

### **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, 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 more than 150 years of experience in the coatings industry, the over 13,000 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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