

September 8, 2017



Axalta Showcases High Performance Imron Marine Coatings at International BoatBuilders Expo in Florida

Captain TJ Ott of Wicked Tuna to Appear and Hold Autograph Sessions

HOUSTON--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA) will display its high performance Imron® coatings for the marine sector at the International BoatBuilders Expo and Conference (IBEX) on September 19-21, 2017. The conference, taking place at the Tampa Convention Center in Florida, is the largest technical trade event for marine industry professionals in North America. TJ Ott, a captain on the National Geographic hit show *Wicked Tuna*, will make a guest appearance in Axalta booth #3218 from 1-3 p.m. on Tuesday, September 19 and from 2-4 p.m. on Wednesday, September 20.

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

<http://www.businesswire.com/news/home/20170908005581/en/>



"I use Imron marine coatings on my boat and have been very happy with the durability, color, and shine," said Ott, captain of *Hot Tuna*, a 48-foot fishing boat. "It's wicked good."

"Captains and boat builders alike trust Axalta to supply the highest quality coatings for their vessels," said Ross Morgan, Axalta Product Manager, Industrial North America. "We are

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very excited to showcase our marine offering at IBEX. The cross-linking technology in Axalta's

industry-leading Imron polyurethane coatings provide excellent resistance to weathering, humidity, chemicals and abrasion while maintaining brilliant color and mirror-like shine."

The premium choice for luxury yachts, cabin cruisers, fishing boats, speed boats and sail boats, Imron marine coatings are formulated for topside finishing to deliver the industry's best appearance, performance and corrosion protection and are available in a broad array of solid, metallic and pearlescent colors. Axalta will feature Imron MS600 Single Stage Polyurethane Topcoat, Imron MS100 Polyurethane Basecoat and Imron MS1 Clearcoat at the conference.

IBEX offers marine professionals the opportunity to learn from industry experts, network with fellow attendees and find out the latest trends in the industry. To learn more, visit www.ibexshow.com.

To learn more about Axalta coatings for the marine segment, visit axalta.us/marine.

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 approximately 13,600 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 axalta.com and follow us @Axalta on [Twitter](#) and on [LinkedIn](#).

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Axalta Coating Systems

Mariam Ottun

D: +1 832-955-0209

Mariam.ottun@axaltacs.com

axaltacs.com

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