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Axalta Coating Systems North America Sponsors Detroit Fashion Week During Auto Show's MAIN Event 2015

Automotive Ingenuity Meets High Fashion

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global manufacturer of liquid and powder coatings, is celebrating the North American International Auto Show in style. Axalta sponsored Detroit Fashion Week at the Motor City Automotive Industry Night (MAIN) Event 2015. The MAIN Event is the annual auto show kick-off.



Fashion designers used their creativity to showcase high fashion and avant-garde looks that appealed to the automotive industry crowd. Attendees got a chance to see automotive-inspired pieces. The event took place on Sunday, January 11, 2015 at the Max M. Fisher Music Center - Orchestra Hall in Detroit.

"It is important to support the local design communities and encourage the upcoming designers that will influence the future," said Nancy Lockhart, Axalta Color Marketing Manager. "The runway show demonstrated how fashion design and automotive design influence each other. Axalta's own color blog - *Color Block* – will demonstrate this parallel as well, when we feature guest bloggers from various industries including fashion."

To learn more about Axalta North America's color blog visit www.axaltacs.com/us/color.

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colorful, beautiful and sustainable solutions. From light OEM vehicles, automotive refinish and commercial vehicles 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 145 years of

Detroit Fashion Week model wears jetpack painted with Axalta's Cromax® paint. Jetpack designed by Caleb Drake and Chris Batty. (Photo: Business Wire)

experience in the coatings industry, the 12,000 people of Axalta continue to find ways to serve our more than 120,000 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.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20150113006628/en/>

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