

September 21, 2016



## Axalta Heads South to Cruise the Coast of Mississippi

### Axalta to Showcase Automotive Art Created with Its Brilliant Paints

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE:AXTA), a leading global supplier of liquid and powder coatings, will attend the 20<sup>th</sup> anniversary [Cruisin' The Coast](#)<sup>®</sup> festival held in Mississippi October 2-9. Organized in 1996 to celebrate antique, classic, and hot rod vehicles, as well as nostalgic music, the festival has since grown into "America's largest block party." Car enthusiasts from 44 states, Canada, Europe, and Puerto Rico will travel to the Mississippi Gulf Coast to showcase their vehicles and cruise the 30-mile stretch of beachside highway with stops in Bay St. Louis, Biloxi, D'Iberville, Gulfport, Pass Christian and Ocean Springs.

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

<http://www.businesswire.com/news/home/20160921005962/en/>



Axalta Coating Systems will be at Cruisin' the Coast automotive festival with Rudy Laris, Jr.'s 1955 Chevrolet Bel Air built by Goldman Customs and painted with Axalta's ChromaPremier Pro paint and Hut Hues custom finishes. (Photo: Axalta)

Axalta will cruise the coast with Rudy Laris Jr.'s 1955 Chevrolet Bel Air built by Goldman Customs and painted with Axalta's ChromaPremier<sup>®</sup> Pro paint and Hot Hues<sup>™</sup> custom finishes.

Each [Cruisin' The Coast](#) venue is a mini festival that hosts live bands, registered cruisers, food and merchandise vendors. This weeklong event includes cruise-ins, a Salute to Our

Veterans event, car auctions, swap meets, car corrals, a parade, and more than 7,000 vehicles. Builders and enthusiasts will gather at every stop to network, develop ideas, and answer the all-important question, “What color should I paint my new project car?”

Representatives will be on hand to offer attendees exquisite examples of automotive art created with brilliant paint from all of Axalta’s global refinish brands: Cromax<sup>®</sup>, Nason<sup>®</sup>, Standox<sup>®</sup> and Spies Hecker<sup>®</sup>, in addition to the Hot Hues<sup>™</sup> line of custom colors.

For more information on Axalta’s participation in various events, visit: [Axalta Events](#).

### **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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