

October 5, 2016



## **Axalta's Powder Coatings Expand with New Architectural-grade Alesta AR400 Champagne Metallic Color**

### **New Color Provides Flexibility and UV Resistance to Beautify and Protect**

HOUSTON--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, is pleased to announce the expansion of its architectural-grade, AR400 powder coating palette, with the new--Alesta® AR400 Champagne Metallic color. This addition offers powder coating customers even more premium color options that are designed to have exceptional color quality and weatherability.

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

<http://www.businesswire.com/news/home/20161005005236/en/>

"We are very excited about the debut of our new AR400 Champagne Metallic color," said Craig Dietz, Axalta Product Manager. "The addition of this beautiful hue to our AR400 collection demonstrates our commitment to expand our color offerings, with coatings that are durable and deliver high performance standards designed to meet our customers' various needs."

AR400 Champagne Metallic is formulated to produce a smooth, metallic coverage with excellent abrasion and corrosion resistant properties. The low volatile organic compound product was created with sustainability in mind.

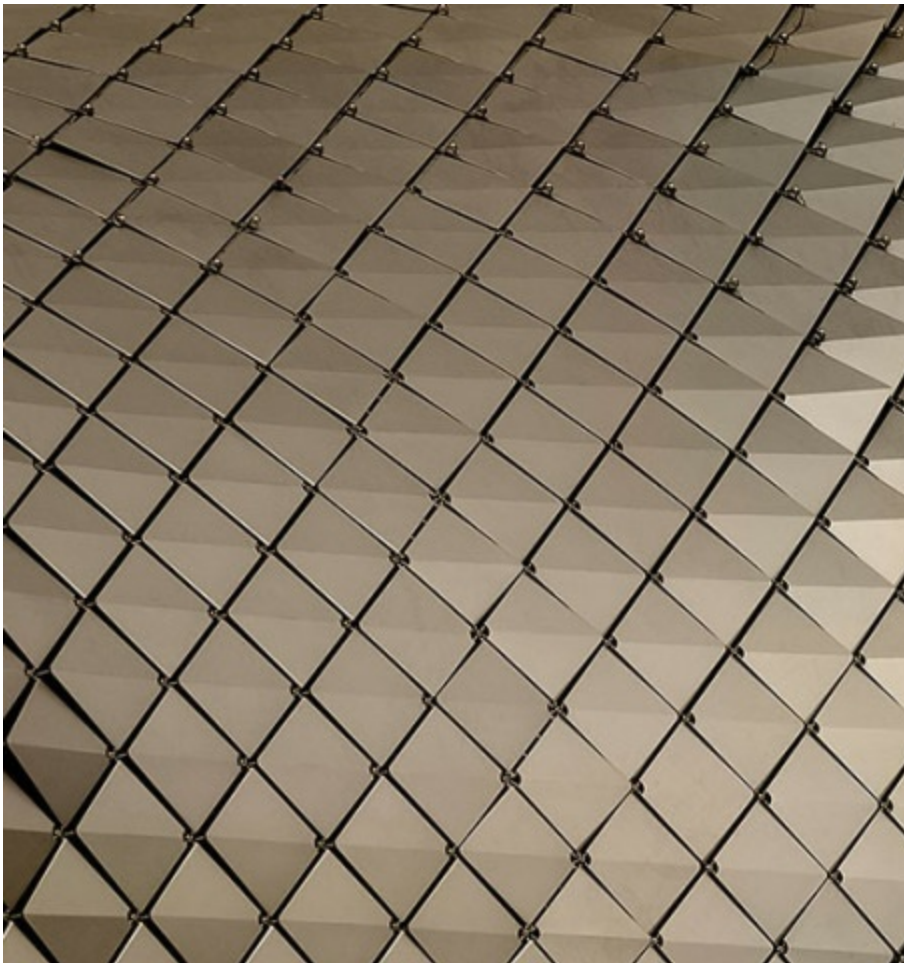
Our AR400 series including the new Champagne Metallic coating meets or exceeds the American Architectural Manufacturers Association 2604 standard for high performance organic coatings on aluminum extrusions and panels. This new coating is formulated for superior storage stability and transfer efficiency; it also helps create uniform coverage on parts to easily fill in scratches and reduce excessive thickness.

For more information regarding Alesta AR powder coatings, please visit

[www.axalta.us/powder](http://www.axalta.us/powder).

### **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

Axalta introduces a new addition to its AR400 Color Collection, AR400 Champagne Metallic. (Photo: Axalta)

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