

June 2, 2016



Axalta Is Revved Up and Headed to Bowling Green

Axalta to Showcase Automotive Art Created With Its Brilliant Paints

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Are you revved up for one of the hottest hot rod shows in the Midwest? The [14th Annual Holley National Hot Rod Reunion®](#), presented by AAA Insurance, will bring the heat to the Beech Bend Raceway in Bowling Green, Kentucky, on June 16–18. [Axalta Coating Systems \(NYSE: AXTA\)](#), a leading global manufacturer of liquid and powder coatings, will support this show as well as several other custom car shows across the country this year. Axalta will be in Bowling Green with Mickey Smith's all-numbers-matching, one-owner, 340 cubic inches, automatic 1973 Dodge Dart Sport painted with Axalta's Nason® Ful-Base® basecoat.

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

<http://www.businesswire.com/news/home/20160602005022/en/>



Axalta will be at the 14th Annual Holley National Hot Rod Reunion with Mickey Smith's all-numbers-matching, one-owner, 340 cubic inches, automatic 1973 Dodge Dart Sport painted with Axalta's Nason Ful-Base basecoat. (Photo: Axalta)

If you love cars, this nationally recognized event is for you. The Holley National Hot Rod Reunion attracts more than 3,400 custom cars, hot rods, street machines, classics and more from 20 states and Canada. Builders and enthusiasts will gather to network, develop ideas and answer the all-important question, "What color should I paint my new project car?"

Axalta representatives will be on hand to offer show attendees amazing examples of automotive art created with our brilliant paint including all of our global refinish brands: Cromax[®], Nason[®], Standox[®] and Spies Hecker[®] as well as our Hot Hues[™] line of custom colors.

Axalta will also feature its recently announced [2016 Paint Outside the Can Contest](#). The contest is an invitation to automotive painters from across the United States and Canada to unleash their creativity using any Axalta-branded coating system to paint and decorate an unused, standard one-gallon paint can.

Submissions will be recognized and displayed via select social media channels throughout the contest. After the contest closes on September 15, 2016, six “Celebrity Picks” will be selected by industry celebrities who will vote for their favorites based on creativity, execution and degree of difficulty. In addition, six “Fan Favorites” will be chosen by fans based on the number of photo “likes” that these favorites received on Axalta’s Instagram page. Finally, one “Best-in-Show” grand prize winner will be selected from the six “Celebrity Picks.”

To help make it easy to find us at events, visit Axalta’s event [website](#) that includes information about the shows and Axalta’s participation. The shows enable various types of car enthusiasts to interact with us, gather firsthand information about paint use and garner application ideas.

To learn more about Axalta, follow us on our North America Refinish social media channels.

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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 and follow us @axalta on Twitter and on [LinkedIn](#).

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