



NEWS RELEASE

# Axalta Announces 2017 SEMA Show Event Schedule and Special Guest Appearances

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GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA) has announced the program of events for its indoor booth, #22391, during the 2017 SEMA show at the Las Vegas Convention Center in Las Vegas, Nevada from October 31 to November 3, 2017. The program highlights Axalta's Refinish, OEM, and Industrial coatings through demonstrations, guest appearances, and more.

Program highlights include:

- Daily automotive design duels at the Axalta booth with a grand finale at 8:00 p.m. on Wednesday, November 1 at MEET in Las Vegas.
- Autograph session with TJ Ott, captain of the Hot Tuna boat on National Geographic Channel's Wicked Tuna. Tuesday, October 31 at 2:00 p.m. and on Wednesday, November 1 at 11:00 a.m.
- Meet and greet the stars of History Channel's Detroit Steel at 2:00 p.m. on Wednesday, November 1.
- A discussion about the iconic Tucker Corporation's legacy with members of the Tucker family and a look at the first ever Tucker Torpedo on November 2 at 11:30 a.m.
- A special appearance by Dale Earnhardt Jr. with a look back on his racing career on Thursday, November 2, at 1:00 p.m.

Axalta's program begins at 10:00 a.m. on Tuesday, October 31 with the first of five Middlecott Sketchbattle: Automotive Design Duels. Each head-to-head drawing battle, energized by Detroit-inspired music, showcases the talent of automotive designers, students and artists. Jamie Little, NASCAR® pit reporter for Fox, and Brook Banham, cofounder of Middlecott Design will serve as emcees for the event. Duels continue at 12:00 p.m. and 3:00 p.m. on October 31 and at 9:30 a.m. and 12:30 p.m. on November 1. In-booth duels lead up to the Axalta-sponsored Middlecott Sketchbattle Experience at 8:00 p.m. on Wednesday, November 1 at MEET Las Vegas, 233 S 4th Street,

Las Vegas, Nevada 89101. You may **purchase tickets** with a donation online or at the door. Proceeds benefit DRIVE ONE TechCenter, a Detroit based nonprofit which instills at-risk youth with valuable trade skills that are required in today's automotive workforce.

On Tuesday, October 31 at 2:00 p.m. and on Wednesday, November 1 at 11:00 a.m., TJ Ott, captain of the Hot Tuna boat on National Geographic Channel's Wicked Tuna, will meet fans and sign autographs. At 2:00 p.m. on Wednesday, November 1, the Mobsteel crew, and cast of History Channel's Detroit Steel will chat about recent projects and hot design/build trends. Axalta welcomes Rob Ida of Ida Automotive and Mike and Sean Tucker on Thursday, November 2 at 11:30 a.m., to discuss the Tucker Corporation's legacy in the automobile industry and the first-ever Tucker Torpedo, which Ida is currently building. Throughout the SEMA Show, guests can observe pinstripping demonstrations by Axalta's longtime partners and artists, Dewayne Connot and Paul Quinn.

Axalta's program culminates with a special appearance by Dale Earnhardt Jr., driver of the No. 88 Axalta Chevrolet SS for Hendrick Motorsports, on Thursday, November 2, at 1:00 p.m. Earnhardt, voted by fans as NASCAR's most popular driver for 14 consecutive years, will share his thoughts on his storied career and upcoming final start as a full-time Cup Series driver on November 19 in Miami.

For more information about Axalta's schedule of events for the 2017 SEMA Show, please visit **[www.axalta.us/sema2017](http://www.axalta.us/sema2017)**.

## 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 over 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](http://axalta.com)** and follow us @Axalta on **Twitter** and on **LinkedIn**.

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Heidi Stilwell

D: 1 610-358-5353

[heidi.stilwell@axaltacs.com](mailto:heidi.stilwell@axaltacs.com)

[axaltacoatingsystems.com](http://axaltacoatingsystems.com)