



NEWS RELEASE

## Axalta Attends 33rd Annual Pirate's Cove Billfish Tournament

8/10/2016

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA) will be on deck at the 33rd Annual Pirate's Cove Billfish Tournament held in North Carolina's Outer Banks on August 16-19. Axalta, a leading global supplier of liquid and powder coatings, offers a premium quality line of coatings designed to deliver the industry's best appearance, performance, and corrosion protection specifically for the marine segment.

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

<http://www.businesswire.com/news/home/20160810005690/en/>

Axalta will feature the beauty and brilliance of its Imron Marine Coatings at the Pirate's Cove Billfish Tournament in the Outer Banks. (Photo: Axalta)

The Pirate's Cove tournament pavilion will hold exhibits from supporters and sponsors

promoting their sport-fishing products, services, and accessories. Axalta's booth will celebrate its 150th anniversary in the coatings industry and feature Imron® MS600™ Single Stage Polyurethane Topcoat, Imron MS100™ Polyurethane Basecoat, as well as our primers and interior marine products. The durability and abrasion resistance of Axalta's marine coatings is formulated to help ensure that yachts retain their gloss and mirror-like finish longer and require less maintenance over time.

The Pirate's Cove Billfish Tournament attracts captains from the East Coast. These competitors will search for blue marlin, white marlin, sailfish, spearfish and swordfish for the opportunity to score big upon successful catch and release. Boat owners, sponsors, and crew alike will gather to spectate and compete for almost \$500,000 in cash prizes if they participate at least three of the four days throughout the week-long event.

"Axalta is delighted to continue to support the non-profit, world-class event at Pirate's Cove. It's very exciting to be part of an event that brings the community together," said Richard Cecchini, Axalta North America East Region Sales Manager. "It allows us to build relationships, understand our customer's needs, and is the perfect way to promote

our brands with a collective audience of customers."

To learn more about Axalta coatings for the marine segment, visit [www.axalta.us/marine](http://www.axalta.us/marine).

## 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](#).

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160810005690/en/>

Source: Axalta Coating Systems

Axalta Coating Systems

Janine Little

D 1 610-358-4951

[Janine.little@axaltacs.com](mailto:Janine.little@axaltacs.com)

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