



NEWS RELEASE

Axalta Coating Systems Mesmerizes with New Alesta Illusion Collection

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Innovative and Durable Collection Available in 12 Smooth Colors

HOUSTON--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, is excited to introduce its new Alesta® Illusion collection that features super-durable polyester powder coatings in 12 high-gloss colors. When viewed at different angles, especially in direct sunlight, the colors produce a mesmerizing effect and create the illusion of changing color. This technology is designed not only to transform the look of substrates but also help ensure their protection.

"Axalta is driven to provide the most cutting-edge solutions for our customers, both functionally and aesthetically," said Kristen Boyd, Axalta Marketing Manager. "This collection can be used to beautify and protect a wide range of material in the general industrial finishing business."

Due to its weatherability and durability, the Alesta Illusion collection is the perfect choice for exterior projects such as fencing, patio furniture, lawn and garden accents, vending machines, playground equipment, architectural applications, and sports equipment. Alesta Illusion powder coatings are also ideal for interior use on a variety of surfaces including light fixtures, brackets, and metal furniture as well as small and large appliances.

The Alesta Illusion collection includes the following colors: Amethyst, Cosmic Red, Blue Shift, Onyx, Constellation, Peerless Pink, Nebula, Pink Star, Aurora, Airglow, Gilded, Comet Orange and a clear top coat, Luminous.

To learn more about Axalta Coating Systems or the new Illusion line, visit 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 **axaltacoatingsystems.com** and follow us @Axalta on **Twitter** and on **LinkedIn**.

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