



NEWS RELEASE

Axalta Expert Discusses How to Win in the Modern Competitive Marketplace

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GLEN MILLS, Pa.--(BUSINESS WIRE)-- Steve Trapp, North America Services Manager at Axalta Coating Systems (NYSE: AXTA), addressed industry professionals at the recent Specialty Equipment Market Association (SEMA) tradeshow at the Las Vegas Convention Center in Las Vegas, Nevada. Trapp's presentation titled, Selling and Marketing in an Increasingly Competitive Marketplace, was part of the Society of Collision Repair Specialists' (SCRS) Repairer Driven Education series, which featured SCRS-selected courses that focused on issues relevant to today's collision repair professionals.

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

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Axalta's Steve Trapp presented "Selling and Marketing in an Increasingly Competitive Marketplace at SEMA." (Photo: Axalta)

Trapp discussed effective marketing strategies for the collision repair industry and shared tips on how to build, execute and track a marketing

strategy to attract customers instead of waiting for customers to find the shop. He also provided tips to evaluate and tweak the strategy over time. He emphasized that to win in today's marketplace, body shops must develop a foundational culture of delivering exceptional customer service in addition to quality and speedy repairs. Trapp also highlighted key sales tactics to help improve closing ratio.

"It is critical that body shop owners use market research to develop and validate their shop's marketing plan," said Trapp. "The goal of every workshop is to put body shops in the best position to succeed in today's marketplace. It is important for shop owners to identify strategies that work and reallocate funds from unsuccessful efforts to a diversified strategy that targets each customer segment."

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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Heidi Stilwell

D: 1 610-358-5252

heidi.stilwell@axaltacs.com

axaltacoatingsystems.com