



NEWS RELEASE

Axalta Experts to Present at Society of Collision Repairers Specialists' Program During SEMA Education Days

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Sessions Focus on Issues Relevant to Today's Collision Repair Professionals

GLEN MILLS, Pa.--(BUSINESS WIRE)-- Experts from **Axalta Coating Systems** (NYSE: AXTA), a leading global supplier of liquid and powder coatings, will speak at the annual Specialty Equipment Market Association (SEMA) tradeshow on November 1-4, 2016 at the Las Vegas Convention Center (LVCC), in Las Vegas, Nevada. Both presentations are part of the Society of Collision Repair Specialists' (SCRS) Repairer Driven Education series (RDE). The RDE series features courses that are individually selected or crafted by SCRS and specifically focused on issues relevant to collision repair professionals operating in today's marketplace.

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

<http://www.businesswire.com/news/home/20161014005446/en/>

On Wednesday, November 2 from 9:30 - 11:30 a.m. in the LVCC Upper North Hall, N241, Steve Trapp, Axalta's Services Manager-North America will present, *Selling and Marketing in an Increasingly Competitive Marketplace*. (Photo: Axalta)

On Wednesday, November 2, 2016 from 9:30- 11:30 a.m. in the LVCC Upper North Hall, N241, Steve Trapp, Axalta Services Manager-North America will present **Selling and Marketing in an Increasingly Competitive Marketplace**. The

session will review the modern definition of marketing in the collision repair industry and discuss established marketing methods that attract customers by business segment. Trapp will also share tips on how to effectively sell to customers and review a comprehensive marketing strategy that includes tactics to attract additional traffic to repair centers.

Patrice Marcil, Axalta Learning and Development Director-North America will present **Managing Collision Centers**

Technical Training Needs of Today and Tomorrow on Friday, November 4, 2016 from 9:30-11:30 a.m. in the LVCC Upper North Hall, N237. The session will explore modern technical resources for collision repair centers that include eLearning modules, virtual classrooms and blended learning. Marcil will explain the value of these programs and how they maintain a high level of technical competency and efficiency at body shops, while addressing challenges like cost, time, and travel constraints.

To stay up-to-date on all of Axalta's events at SEMA, visit axalta.us/SEMA2016.

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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Source: Axalta Coating Systems

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Heidi Stilwell, 1 610 358 5252

heidi.stilwell@axaltacs.com

axaltacoatingsystems.com