



NEWS RELEASE

# Axalta Imron Elite Coatings Shine at Mid-America Trucking Show

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GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, will feature its Imron® Elite polyurethane coatings for heavy duty trucks, fleets and other commercial vehicles at the Mid-America Trucking Show (MATS) on March 23-25, at the Kentucky Fair and Exposition Center in Louisville, Kentucky. Attendees may visit Axalta's booth #16205 in the North Hall to learn about Imron Elite coatings and support services offered to commercial transportation customers.

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

<http://www.businesswire.com/news/home/20170315006047/en/>

Axalta Imron Elite polyurethane coatings for heavy duty trucks will be on display at the Mid-America Trucking Show on March 23-25. (Graphic: Axalta)

Six of the seven Class 8 heavy duty truck manufacturers in North America use Axalta's

premium line of Imron Elite coatings on OEM production lines in addition to aftermarket repair and maintenance. Imron Elite provides excellent durability, reliable corrosion protection, and resistance to chemicals, weathering, and impact.

"For more than 40 years, Axalta's well-known Imron coatings have been used on commercial and fleet vehicles," said James Fawcett, Axalta Product Manager. "Its success is due in part to the cross-linking technology and application technique designed for superior durability and the protection that heavy duty truck manufacturers need. It also answers the industry need for excellent appearance and is available in thousands of brilliant colors."

MATS celebrates its 45th annual exposition as the longest running and largest heavy duty trucking show in North America. In addition to one million square feet of tradeshow space, MATS offers trucking-oriented educational seminars, a 'ride-and-drive' event to test-drive new trucks and the Paul K. Young (PKY) Beauty Championship competition for custom show trucks.

Six of the seven Class 8 heavy duty truck manufacturers in North America use Axalta's premium line of Imron Elite coatings for its product performance and service value. Learn how your business can enjoy the same benefits at booth #16205 in the North Hall at MATS, or visit [www.axalta.us/transportation](http://www.axalta.us/transportation).

To register or learn more about MATS, visit [www.truckingshow.com](http://www.truckingshow.com).

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

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