



NEWS RELEASE

Axalta Presents Its Color and Process Optimization Expertise at Automotive Engineering Expo 2017 in Germany

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BASEL, Switzerland--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, will exhibit at the Automotive Engineering Expo (AEE) 2017 in Nuremberg, Germany, on May 30 and 31, 2017. The trade fair focuses on the car body process chain, from concept through final assembly. Axalta will be located at stand 404 in Hall 12.

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

<http://www.businesswire.com/news/home/20170519005370/en/>

A page from Axalta's 2016 Global Automotive Color Popularity Report which helps automakers understand color trends and car buyer color preferences. (Graphic: Axalta)

In keeping with its exhibition theme, Your World. Our Color. Built for Performance., Axalta will emphasize its supplier-of-choice qualities by presenting its Harmonized Coating

Technologies™ process optimization. This approach provides light vehicle OEMs with coating formulations and application systems designed to increase productivity, save energy, and reduce costs in vehicle manufacture. Axalta will also convey in-depth information on its color capabilities, including its global Color Popularity Report, an important tool that has helped light vehicle manufacturers to understand car buyer color preferences since 1953. The stand will also display the front end of a car to illustrate the paint layers manufactured by Axalta, from electrocoated metal and primers, to basecoats and clearcoats, using Axalta's Color of the Year 2017 – Gallant Gray. Axalta developed Gallant Gray based on the latest trends in automotive colors.

"AEE 2017 is an ideal forum for discussing car body developments and the paint process," says Dr. Klemens Bartmann, Global Technology Director at Axalta Coating Systems. "We're excited to have the opportunity to provide our insights and expertise regarding application technology for automotive coatings. Axalta's technologies are

designed to benefit OEMs by offering improved direct run rates, process stability, and coating transfer efficiency while achieving premium appearance levels.”

For more information on Axalta, please visit **axalta.com**, or visit Axalta at AAE 2017 in Hall 12 on stand 404.

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 13,000 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** and follow us @Axalta on **Twitter** and on **LinkedIn**.

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