



NEWS RELEASE

Axalta Will Thrill Customers with Color and Quality at Amusement Park Conference

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GLEN MILLS, Pa.--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings celebrating its 150th anniversary in the coatings industry, will feature its premium line of liquid and powder coatings at the International Association of Amusement Park and Attractions (IAAPA) conference at the Orange County Convention Center, in Orlando, Florida on November 15-18.

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

<http://www.businesswire.com/news/home/20161114006582/en/>

Axalta will highlight liquid and powder coatings at booth #278 at International Association of Amusement Park and Attractions conference. (Photo: Axalta)

At booth #278, Axalta will highlight top corrosion resistant products, including premium

quality Imron® Elite polyurethane and Rival™ economy finishing systems, which provide customers with a great value and are offered in thousands of solid and metallic colors. Axalta will also feature its Imron Industrial Strength premium quality polyurethane products that are available in solid colors and can be applied by brush, roller, or spray application. Axalta is also pleased to showcase Alesta® decorative powder coatings, formulated to deliver superior edge coverage and optimum film build without a primer.

"Axalta products are ideal for customer use in amusement and theme parks, water parks and resorts, family entertainment centers, zoos, aquariums, museums, and other tourist attraction industries," said Dennis Detweiler, Axalta Sales Director for its Industrial operations in North America. "We maintain an innovative portfolio of coatings in vibrant colors designed to protect customers' assets from corrosion and harsh environments. Our products help keep amusement and theme park equipment in good condition so they are easier to maintain."

To learn more about Axalta's durable, environmentally-responsible protective coatings for the amusement industry, stop by the Axalta booth #278 at IAAPA or visit axalta.us.

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 **axaltacs.com** and follow us @Axalta on **Twitter** and on **LinkedIn**.

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Source: Axalta Coating Systems

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