



NEWS RELEASE

Jeff Gordon to Promote Axalta's New Powder Coating Learning and Development Center

11/15/2016

Motorsports Champion Will Address Crowd at FABTECH 2016

HOUSTON--(BUSINESS WIRE)-- Axalta Coating Systems (NYSE: AXTA), a leading global supplier of liquid and powder coatings, and four-time NASCAR® Cup Series champion and Axalta Global Business Advisor, Jeff Gordon will discuss Axalta's new Powder Coating Learning and Development Center at FABTECH 2016 at booth #C48019 at 1:00 PT on November 16, 2016 at the Las Vegas Convention Center in Las Vegas, Nevada.

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

<http://www.businesswire.com/news/home/20161115006685/en/>

Four-time NASCAR Cup Series champion and Axalta Global Business Advisor, Jeff Gordon, will speak at Axalta's booth at FABTECH 2016 in Las Vegas. (Photo: Axalta)

Axalta will showcase the benefits of its industry-first powder coating Learning and

Development Center located on-site at its Houston, Texas manufacturing facility. The presentation on Wednesday, November 16 includes a talk by Gordon that will illustrate Axalta's commitment to innovation and continuous learning. The Learning and Development Center will attract thousands of powder coating professionals of all skill levels to the Houston area for single-day and multi-day classes taught by industry experts in English and Spanish. Classes are designed to give students hands-on experience with the latest application techniques using state-of-the-art technology and equipment.

"FABTECH 2016 is a great forum to promote the many benefits of our new learning program to the industry," said Rene Anderson, Axalta Customer Experience Program Manager. "This is a wonderful opportunity to meet with those interested in improving or advancing their powder coating skills and techniques."

FABTECH is an annual trade show that offers technology forums, as well as new product innovations and

developments. This event gives industry professionals a chance to interact and provides insights and tips to optimize their powder coating businesses.

Axalta representatives will be available throughout the tradeshow November 16 through November 18 to discuss product offerings including its Alesta® powder coating and Imron® liquid coating brands. For more information about this event, please see FABTECH's website at www.fabtechexpo.com. To learn more about Axalta's Powder training visit axalta.us/powder/trainingcenter.

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**.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20161115006685/en/>

Source: Axalta Coating Systems

Axalta Coating Systems

Ashley Evans, 1 832 955 0209

ashley.evans@axaltacs.com

axaltacoatingsystems.com