

News Release

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For Immediate Release

Axalta Announces Celebrity Line-Up for SEMA 2014

Glen Mills, PA, October 30, 2014 – Axalta Coating Systems, a leading manufacturer of liquid and powder coatings, is preparing for a star-studded SEMA 2014 presence. This year's celebrity line-up includes a motorsports champion, a motorsports crew chief champion, TV hosts, lowrider artists, car builders, and custom automotive painters and pinstripers. These industry personalities will be showcasing Axalta's paint technology during the annual Specialty Equipment Market Association (SEMA) tradeshow in Las Vegas, Nevada, November 4 through November 7, 2014 at the Las Vegas Convention Center. Axalta's outdoor spray booth will feature celebrities who have never painted, attempting an overall repaint of a 2010 Challenger SRT8. Afterwards, lowrider artists will transform the basic paint job into a steel canvas of original automotive art.

Join us inside Central Hall at Axalta's booth number 22391 for autograph sessions, master pinstriping demonstrations and much more.

The celebrities helping Axalta to highlight our flagship Refinish global brands: Standox[®], Spies Hecker[®] and Cromax[®] are:

Danny Taylor - Tuesday, Nov 4 through Friday, Nov 7 – *Pinstripe Masters at Work*

Danny Taylor, formerly of Taylor's House of Color, has, approximately, a 39-year work history in custom artistic automotive design. His work has been showcased approximately 350 times in national magazines and has appeared on 63 covers.

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colorful, beautiful and sustainable solutions. From light OEM vehicles, automotive refinish and commercial vehicles 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 145 years of experience in the coatings industry, the 12,000 people of Axalta continue to find ways to serve our more than 120,000 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.

Paul Quinn – Tuesday, Nov 4 through Friday, Nov 7 – *Pinstripe Masters at Work*

Paul Quinn is a respected airbrush and pinstriping artist and instructor in the custom paint industry. He has won four Top Gun Hot Hues™ awards, been featured on Speed Channel's *Unique Whips* and has authored numerous “how-to” articles for several trade magazines.

Clarence Barnes – Tuesday, Nov 4 from 3 to 5 PM – *Celebrity Car Painting*

Clarence Barnes is a TV host, actor, news anchor, weathercaster, entertainment reporter, precision driver, car enthusiast and a former record label executive for Arista, Chrysalis, MCA and Elektra Records.

Rachel De Barros - Tuesday, Nov 4 from 3 to 5 PM – *Celebrity Car Painting*

Rachel De Barros is the chief marketing officer, host and executive producer for Gearhead Diva, a DIY car building community and network producing edu-tainment style videos for today's social generation.

Cherielynn Westrich - Tuesday, Nov 4 from 3 to 5 PM – *Celebrity Car Painting*

Cherielynn Westrich is most well-known as a car builder on the A-Team from the hit show *Overhaulin'*. Cherielynn owns and builds cars at a one-man operation in Orange, California, called Maven Associated, where she restores and builds muscle cars and hot rods.

Ray Evernham – Wednesday, Nov 5 at 10:30 AM – *Axalta's Color Splash Reveal*

Ray Evernham is a three-time NASCAR® Cup champion crew chief and host of Velocity's hit television series, *AmeriCarna*. He started working on short track race cars at age 15 and never looked back.

Jeff Gordon – Wednesday, Nov 5 at 10:30 AM – *Axalta's Color Splash Reveal*

Jeff Gordon, driver of the No. 24 Axalta Chevrolet SS for Hendrick Motorsports, is a four-time NASCAR Cup Series champion, a three-time Daytona 500 winner and the only five-time winner of the Brickyard 400. His 92 career victories rank third all-time.

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Mobsteel - Wednesday, Nov 5 from 1 to 3 PM - *Mobsteel Autograph Session*

Meet the Mobsteel crew from Detroit, infamous for starting with “Detroit’s finest vintage luxury cars and turning them into modern day menacing street machines.”

Danny Galvez - "Danny D" - Wednesday, Nov 5 from 2 to 5 PM – *Custom Car Painting Live* and autograph session on Thursday, Nov 6 from 10 AM to Noon.

Danny Galvez is a well-known custom automotive painter and pinstriper. Southern California lowrider enthusiasts, respectfully, refer to him by the nickname of “Danny D.” He is joined by his crew Efrain “Bugs” Gonzales and Manny Cisneros.

SEMA attendees who are interested in winning a spot at a private meet and greet with Jeff Gordon and Ray Evernham immediately following the special announcement on November 5 should visit the Axalta inside booth on Tuesday, November 4 for a complimentary raffle ticket. The raffle drawing will occur Tuesday, November 4, 2014 at 3:00 pm at the booth. You must be present to win.

To stay up-to-date on these celebrities and all of the Axalta events at SEMA follow us on NA Refinish social media channels or check out our full calendar of events and celebrity line up at www.axaltacs.com/us/SEMA2014.

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