



NEWS RELEASE

New Dealership Survey Finds Paint Protection Film (PPF) Can Add up to 15% to a Vehicle's Resale Value

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92% of U.S. Auto Dealers Surveyed Believe PPF Creates Higher Resale Value

SAN ANTONIO--(BUSINESS WIRE)-- XPEL, Inc. (Nasdaq: XPEL), a global leader in protective films and coatings, today provided highlights from a new, national survey of U.S. automotive dealership professionals which reveals that adding paint protection film (PPF) to a new vehicle's exterior surfaces can significantly increase its resale value — an especially compelling benefit given current market conditions.

A national automotive dealership study reveals that adding paint protection film (PPF) to a new vehicle's exterior surfaces can significantly increase its resale value, with gains of up to 15%. XPEL's PPF is backed by an industry-leading 10-year warranty and can be installed by XPEL authorized dealers nationwide or in select automotive dealerships.

The study found that 96% of respondents believe applying PPF to all of a new vehicle's painted surfaces helps retain more of its value over the initial

ownership period, with 70% citing value-retention gains of up to 15%. More than 90% of respondents also say that PPF applied to a new vehicle should give owners greater confidence in the resale value of their vehicle when it's time to trade in or sell.

These findings come against a backdrop of historically high new-car costs and shifting consumer behavior. In 2025, the average price of a new car in the U.S. **was over \$50,000 for the first time ever**. At the same time, many owners



are holding onto their vehicles longer; the average age of cars on the road is now 12.6 years. Meanwhile, used-car pricing remains elevated. The **average used-vehicle price is nearly \$30,000** – narrowing the traditional cost advantage of buying used.

Given those trends, PPF isn't just cosmetic — it's an investment in long-term value.

Dealership decision-makers overwhelmingly agree that PPF contributes to stronger resale pricing and customer satisfaction:

- 92% say vehicles with PPF applied to all exterior surfaces when new would have a higher resale value as pre-owned inventory.
- 9 in 10 dealers (91%) would recommend customers protect all exterior surfaces rather than just the front end.
- Even limited front-end coverage is viewed as beneficial, with more than 70% of dealers citing value retention up to 15%.

“Auto dealers agree, quality PPF protects more than just a new vehicle's paint,” said Tony Rimas, VP of Revenue of XPEL, a global leader in protective films and coatings. “In today's market, where the average cost of a new car is nearly \$50,000, PPF also helps owners protect their investment – whether that be via full-vehicle PPF coverage or front-end only coverage.”

XPEL offers a wide range of self-healing PPF options, including ULTIMATE PLUS™, STEALTH™ which provides a satin look, and XPEL COLOR PPF which allows owners to change the color of their vehicle without a costly repaint. All XPEL paint protection films are backed by an industry-leading 10-year warranty and can be installed by XPEL authorized dealers nationwide or in select automotive dealerships.

About the Survey

The Car Dealers Survey Report (June 2025) was conducted online by Atomik Research among 300 essential business decision makers at light-duty automobile dealerships selling mass-market automotive brands throughout the United States. The margin of error is +/- 3 percentage points with a confidence level of 95%. Fieldwork took place between June 3 and June 12, 2025.

About XPEL

XPEL is a leading provider of protective films and coatings, including automotive paint protection film, surface protection film, automotive and architectural window films, and ceramic coatings. With a global footprint, a network of trained installers and proprietary DAP software, XPEL is dedicated to exceeding customer expectations by providing high-quality products, leading customer service, expert technical support and world-class training. XPEL,

Inc. is publicly traded on Nasdaq under the symbol "XPEL".

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