NEWS RELEASE

XPEL Announces Expansion into Brazil with Opening of São Paulo Headquarters, Warehouse and Training Center

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Direct market presence strengthens support for Brazilian dealers with local inventory, technical expertise, training and direct access to XPEL products and services.

SÃO PAULO--(BUSINESS WIRE)-- XPEL, Inc. (NASDAQ: XPEL), a global leader in protective films and coatings, today announced the official opening of its new Brazil headquarters, warehouse and training center in São Paulo, marking a significant milestone in the company's long-term commitment to one of the world's largest and most dynamic automotive markets.

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With this expansion, Brazilian dealers will now work directly with XPEL, Inc., providing streamlined access to XPEL's complete portfolio of paint protection film (PPF), window tint, ceramic coatings and more. The transition creates a more direct relationship between XPEL and its growing network of authorized dealers throughout Brazil.

“This investment demonstrates our confidence in the demand for our products in Brazil and our commitment to supporting the incredible growth opportunities we see in this market,” said Tony Rimas, XPEL’s VP of Revenue. “By establishing a direct presence in São Paulo, we're bringing the full strength of our company closer to our dealers and customers. They will benefit from faster product availability, world-class training, dedicated local support and direct access to the people and resources that have helped make XPEL the global leader in automotive protection.”

Brazil represents one of the most significant automotive markets in the world and one of the largest in Latin America, with a considerable vehicle parc, strong new-vehicle sales and a passionate car culture that increasingly values premium vehicle protection and customization. As consumer awareness of paint protection and vehicle customization options continues to grow, XPEL sees substantial long-term opportunity to support installers, dealerships and vehicle owners throughout the country.

The new facility is more than 9,000 square feet (860 square meters) and includes a substantial warehouse, which is expected to significantly reduce product lead times and improve inventory availability for all XPEL dealers across Brazil.

“In addition to improving supply chain efficiency, XPEL is actively investing in local talent and is hiring professionals across sales, training and installation support functions,” said Jorge Wilson, XPEL’s Managing Director of Latin America. “These team members will provide hands-on assistance to dealers, help grow the XPEL network and deliver the Company's industry-leading training programs throughout the region.”

“Brazil is one of the most important automotive markets globally and a strategic market for XPEL's future growth,” Wilson continued. “The size of the vehicle market, the strength of the enthusiast community, and the increasing demand for premium protection solutions make Brazil a tremendous opportunity. By investing directly, we're demonstrating our long-term commitment to the market and ensuring XPEL’s Brazilian dealers have the resources they need to grow with us.”

“Our goal is simple: be closer to our dealers and closer to our customers,” added Rimas. “This is more than a new headquarters. It's a statement of our commitment to Brazil. We're investing because we believe Brazil will play a critical role in XPEL's growth story for years to come.”

The São Paulo facility is now fully operational and serving authorized XPEL dealers throughout Brazil.

About XPEL, Inc.

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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