NEWS RELEASE

XPEL Announces "RACEDAY GIVEAWAY" Sweepstakes Promotion

2/19/2020

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San Antonio, TX – February 19, 2020 – XPEL, Inc. today announced a promotion tied to the company’s recently revealed affiliation with Team Penske. In December, XPEL became the “Official Protective Film Partner of Team Penske”, and will be the primary sponsor for two races during the 2020 season on the No. 1 Dallara/Chevrolet driven by two-time and defending NTT IndyCar Series Champion, Josef Newgarden.

To help activate this new affiliation, XPEL will conduct two independent sweepstakes for U.S. and Canadian residents to attend the INDYCAR events at Texas Motor Speedway (for US Residents) on June 6th, and the Streets of Toronto (for Canadian Residents) on July 12.

“The United States and Canada are two critical territories within XPEL’s global footprint,” said Robert Bezner, VP, Brand at XPEL. “Developing a sweepstakes targeted at U.S. residents to attend our primary race at Texas Motor Speedway, and Canadian residents to attend the sole INDYCAR race in Canada should be a great way to engage INDYCAR fans and XPEL consumers alike.”

Official sweepstakes rules, along with the online entry form can be found at **www.xpel.com**. To register, individuals

must obtain a special code from an authorized XPEL dealer and enter the code online during the submission process.

There will be one Grand Prize winner for each of the two sweepstakes. The winners will each receive a four-day/three-night trip for the winner and a guest to the respective INDYCAR race. Prize package will include round-trip air transportation, hotel accommodations for three nights, a $500 gift card for travel and expenses, and a special at-track experience on race day.