



NEWS RELEASE

# XPEL Debuts COLOR PPF, Ultra-Exclusive Pagani Imola Roadster & Live Demos at SEMA 2025

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New Color-Changing Film to Be Installed Live on BMW M5 Touring; Special Appearances from Will Castro, INDYCAR racer Scott McLaughlin & More

SAN ANTONIO--(BUSINESS WIRE)-- **XPEL, Inc.** (NASDAQ: XPEL), a global leader in protective films and coatings, will make a major statement at the 2025 SEMA Show in Las Vegas (November 4-7) with the debut of XPEL COLOR Paint Protection Film (PPF), its newest paint protection offering. This innovative new product combines the world-class vehicle paint protection XPEL is known for with a palette of 16 colors, providing vehicle owners a new way to protect and personalize their cars. During the show, attendees can witness a new 2025 BMW M5 Touring transform from its factory Isle of Man (G4G) Gloss Green finish to a custom BMW NA livery featuring XPEL's Ultra Plum using XPEL COLOR PPF.

XPEL will debut its XPEL COLOR Paint Protection Film (PPF) at this year's SEMA show. The new, color-changing film will be installed live on a BMW M5 Touring. In addition, XPEL will offer other live demos, hands-on experiences and special appearances. Visit XPEL in the Las Vegas Convention Center's West Hall at Booth #52065. (Photo from 2024 SEMA).

In addition to this live installation, XPEL will showcase an ultra-exclusive 2025 Pagani Imola Roadster, protected with XPEL ULTIMATE PLUS™ PPF,

FUSION PLUS™ ceramic coating and XPEL's Windshield Protection Film. One of just eight in the world, this example is the only Pagani featuring color-shifting paint. The vehicle also incorporates pink interior details originally sourced

from Formula 1 champion Lewis Hamilton's Pagani Zonda, making it one of the most unique Pagani builds ever created.

"Every year at SEMA, we're proud to demonstrate not just the performance of XPEL products, but the passion of the people behind them," said Ryan Pape, XPEL President & CEO. "COLOR PPF represents the next evolution of protective automotive finishes. We're excited to show visitors how dynamic vehicle transformations can be achieved without compromising the underlying paint."

### Live Install Demos

In addition to the COLOR PPF, XPEL product experts will also conduct hands-on product demonstrations and installations of XPEL's Paint Protection Film (PPF), Windshield Protection Film and **PRIME** Window Tint.

These demos will be performed on a new Mazda CX-90, showing attendees how XPEL products deliver clarity, durability and top-tier protection.

### Special Guest Appearances

XPEL will host a range of partners throughout the week, including autograph and meet-and-greet sessions:

**Will Castro:** Tuesday, Nov. 4 — 1:00-2:30 PM

XPEL has partnered with Castro, renowned custom car builder and TV personality, to highlight his automotive mentorship and training program, **Unique Academy USA**. The program trains aspiring student technicians in paint protection film, ceramic coating and window tint applications, as well as in business and leadership development. It is also a TV series on Tubi, The Roku Channel and POWERtube TV. At SEMA, Castro will appear alongside his twelve-year-old son, Will Castro Jr., recognized as one of the youngest working car detailers in the industry. They will be accompanied by other student technicians featured in the series.

**Scott McLaughlin** — Team Penske INDYCAR Driver: Weds, Nov. 5 – 12:30-1:30 PM

McLaughlin, the 2021 NTT INDYCAR SERIES and Indianapolis 500 Rookie of the Year, returns to Team Penske in 2025. His #3 Team Penske INDYCAR is sponsored by XPEL. A three-time Australian V8 Supercars champion, he won the 2024 Indy 500 pole and ranks third on Team Penske's all-time wins list.

**P.J. Jacobsen** — Rahal Ducati Moto Superbike racer: Weds, Nov. 5 — 10:30-11:30 AM

Jacobsen, will make his return to MotoAmerica's premier race class, the Superbike class, with the XPEL sponsored Ducati Panigale V4 R in 2026.

## **Ryan Martin — Championship drag racer:** Thurs, Nov. 6 — 1:00–2:00 PM

As star of "Street Outlaws," Martin has proven himself a championship drag racer. His legendary Fireball Camaro is protected with XPEL ULTIMATE PLUS PPF.

## XPEL at SEMA 2025

Visit XPEL in the Las Vegas Convention Center's West Hall at Booth #52065 for these product demos, live installations, vehicle displays and scheduled appearances.

### 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".

### About Unique Academy USA

Unique Academy USA is a TV series created by renowned custom car builder and TV personality, Will Castro. The series is streaming on **Tubi** (45M viewers), **The Roku Channel** (100M viewers), and **POWERtube TV**, reaching multi-generational and multicultural automotive audiences. The series follows young apprentices, family legacy and real entry points into the automotive trades and demonstrates youth-to-professional pathways in automotive craft, including window tint and paint protection film application.

Season 1 featured notable appearances from Victor Cruz, Adrienne Bailon-Houghton, Tony Yayo, and others across music, sports, and business. Season 2 is currently filming and will debut February 2026, expanding into entrepreneurship, business setup, financial readiness, and hands-on customization masterclasses.

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