



NEWS RELEASE

# XPEL Launches COLOR Paint Protection Film, Offering Vehicle Owners 16 Premium Colors with Industry-Leading Protection

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SAN ANTONIO--(BUSINESS WIRE)-- **XPEL, Inc.** (NASDAQ: XPEL), a global leader in protective films and coatings, today announced the launch of its COLOR Paint Protection Film (PPF) product line. This innovative new offering 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.

XPEL launches COLOR Paint Protection Film (PPF), an innovative way for owners to protect and personalize their vehicle. This Jeep Wrangler is protected in XPEL Yellow COLOR PPF.

their vehicles, often relying on costly repaints or thin vinyl wraps that lack durability. XPEL's COLOR PPF changes the game by delivering a long-lasting, factory-quality finish with the self-healing protective strength of XPEL's traditional clear PPF.

"At XPEL, we've always focused on helping customers drive with confidence, knowing their vehicle's paint is well-protected," said Chris DiMinico, Director of Products at XPEL. "COLOR PPF takes that mission to the next level. It allows owners to completely transform the look of their vehicle without sacrificing protection, durability or long-term resale value. With 16 incredible colors available at launch, there's an option to suit nearly every personality

For decades, automotive enthusiasts have sought ways to express individuality through



and style.”

PPF has long been a trusted choice for protecting vehicles from rock chips, scratches, environmental damage and wear. With COLOR PPF, XPEL has combined these protective qualities with stunning aesthetics, offering a finish that looks nearly indistinguishable from factory paint. Unlike vinyl wraps, which often fade or peel within a few years and don’t provide true paint protection, XPEL’s self-healing COLOR PPF comes with a 10-year warranty and is two to three times thicker than vinyl.

XPEL’s COLOR PPF draws inspiration from iconic automotive finishes—from Molten Orange to Moss Green to Monza Red—enabling drivers to refresh their vehicle’s appearance or create a completely custom look. Applications range from accent pieces to full-vehicle wraps, and installations are performed exclusively by authorized XPEL dealers using XPEL’s proprietary DAP software for precision fitment.

“Whether you want to give your car a bold, new look or simply refresh its appearance while adding protection, COLOR PPF is a smart, long-lasting solution,” added DiMinico.

COLOR PPF is available now through XPEL’s network of authorized installers. For more information, or to locate a dealer near you, visit [xpel.com](https://www.xpel.com).

## 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”.

## Media Contacts:

Steve Janisse

[sjanisse@xpel.com](mailto:sjanisse@xpel.com)

404-574-9206

Scott Davis

[scdavis@xpel.com](mailto:scdavis@xpel.com)

310-936-5219

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