



NEWS RELEASE

XPEL Marks Skin Cancer Awareness Month and National Don't Fry Day with Limited-Time Window Tint Offer to Help Drivers Beat Heat and UV Exposure

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1 in 5 Americans will develop skin cancer by the age of 70. XPEL's window films help protect consumers from harmful UV rays in their cars, in their homes or on their boats.

SAN ANTONIO--(BUSINESS WIRE)-- XPEL, Inc. (NASDAQ: XPEL), a global leader in protective films and coatings, is encouraging drivers and homeowners to take action against harmful sun exposure during **Skin Cancer Awareness Month** this May – including a special offer on **National Don't Fry Day**, May 22, 2026.

XPEL's PRIME automotive window film blocks 99% of harmful UV rays. In honor of Skin Care Awareness Month (May) and National Don't Fry Day (May 22, 2026), customers in the U.S. can receive 15% off XPEL automotive window tint when scheduling installation with participating authorized dealers on that day.

Observed annually on the Friday before Memorial Day, National Don't Fry Day raises awareness about the dangers of ultraviolet (UV) radiation and promotes

sun-safe habits as Americans head into summer. In recognition of the occasion, XPEL is offering **15% off automotive window tint installations** at participating authorized dealers and company-owned stores across the U.S. on May 22 only.



“As we head into the summer season – and as Skin Cancer Awareness Month reminds us – sun protection is essential in our everyday environments,” said Chris Hardy, XPEL’s Vice President of North America. “From daily commutes to time spent at home, UV exposure adds up. Our auto, home and office, and marine window films provide a simple, effective way to reduce that risk while improving comfort.”

XPEL’s automotive and marine window film uses advanced metallic and nano-ceramic technology to block **over 99% of harmful UVA and UVB rays** while significantly reducing solar heat. In testing, vehicles equipped with XPEL window film have measured temperatures up to **15 degrees cooler** than untreated vehicles.

For homeowners, XPEL’s architectural window films extend similar protection indoors – blocking up to **78% of solar heat and 99% of UV rays** while preserving natural light. These solutions can help reduce energy costs, minimize glare and protect interior furnishings from fading.

XPEL’s window films are also backed by the **Seal of Recommendation from The Skin Cancer Foundation**, reinforcing their effectiveness as part of a comprehensive sun protection strategy.

Limited-Time Offer

On **May 22, 2026**, customers in the U.S. can receive **15% off XPEL automotive window tint** when scheduling installation with participating authorized dealers on that date. Availability varies by city, and appointments are limited. Click **HERE** to find an authorized XPEL dealer.

“Not all window tint is created equal,” Hardy added. “National Don’t Fry Day is the perfect time to check whether your current tint is truly protecting you from UV rays – as many window tints don’t – or to upgrade to a high-performance solution that does.”

As UV intensity rises heading into the summer months, and with May recognized as Skin Cancer Awareness Month, XPEL encourages consumers to take a proactive approach to sun safety—on the road, on the water, at home and everywhere in between.

To learn more about XPEL products or to find a participating installer, visit **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”.

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