



NEWS RELEASE

XPEL Showcases New Products and Collaborations at SEMA 2024

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The premier automotive films and coatings company highlights new Windshield Protection Film, an upfitted Kia concept, an exclusive Tesla program and more.

SAN ANTONIO--(BUSINESS WIRE)-- **XPEL**, Inc. (Nasdaq: XPEL), a global leader in protective films and coatings, will highlight a wide-range of products and new partnerships at this year's Specialty Equipment Market Association (SEMA) Show in Las Vegas, November 5-8, 2024.

XPEL's all-new Windshield Protection Film is applied to the outside of a windshield, helping to make it more impact-resistant and prevent costly repairs. (Photo: Business Wire)

coatings and will highlight its collaborations with Kia America, Tesla and more.

XPEL's display will showcase its full suite of world class-leading automotive protective films and

XPEL SEMA highlights:

- XPEL and Kia America teamed up to protect multiple Kia vehicles at the show including a 2024 Kia Sorento SUV covered with XPEL's STEALTH™ Paint Protection Film (PPF), XPEL™ PRIME XR PLUS nano-ceramic window film, FUSION PLUS™ ceramic coating and more. This "immersive overlanding" concept, featured in XPEL's display, will be upfitted with a number of Kia genuine accessories and aftermarket parts – including an



awning, digital projector and mobile projector screen – to help take traditional overlanding to the next level. In other booths, Kia America will also present outfitted Kia Sportage and Telluride vehicles, both of which are protected with XPEL products.

- XPEL and Tesla will highlight a new product and a new offer. First, in its display, XPEL will demonstrate the application of its all-new Windshield Protection Film on a Tesla Model 3 . This film is applied to the outside of a windshield to help make it more impact-resistant and prevent costly repairs. In addition, this vehicle will also show XPEL's PRIME window film that delivers excellent heat rejection and UV protection, as well as enhanced privacy. Tesla owners in the U.S. and Canada can now order and book installation of this Tesla-recommended window film directly from XPEL which provides set pricing, ease of installation and Tesla warranty inclusion. More information can be found **HERE** (U.S.) and **HERE** (Canada).*
- On Wednesday, November 6, at 3:00 PT, Will Castro and top students from his Unique Academy will be in attendance. XPEL partnered with Castro, the legendary car customizer and TV star, earlier this year on his NYC-based student mentorship program. To help address the drastic need for more auto technicians, the 12-week program provided hands-on instruction such as applying window film, ceramic coating and paint protection film – as well as business and leadership skills – taught in part by XPEL trainers.

XPEL's SEMA display is located in the West Hall, booth #52065, of the Las Vegas Convention Center.

*Currently, the Tesla/XPEL ordering program is solely for XPEL™ PRIME window film and does not include Windshield Protection Film.

About XPEL, Inc.

XPEL is a leading provider of protective films and coatings, including paint protection film, surface protection film, window films and ceramic coatings in the automotive, architectural and marine industries. 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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