



NEWS RELEASE

XPEL and Will Castro Return for Season 2 of 'Unique Academy USA,' Expanding Reach of Transformative Automotive Career Program

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SAN ANTONIO--(BUSINESS WIRE)-- **XPEL, Inc.** (Nasdaq: XPEL), a leading provider of protective films and coatings, and acclaimed car customizer and TV personality, Will Castro, today announced that Season 2 of 'Unique Academy USA' will debut August 18th on the ROKU platform. The new season expands the program's reach, enrolling 15 new students – between the ages of 13 and 22 – in hands-on training designed to prepare the students for careers in the automotive technician and aftermarket industry.

XPEL and acclaimed car customizer and TV personality, Will Castro, announced that Season 2 of 'Unique Academy USA' will debut on August 18th on ROKU. The program introduces inner-city youth to professional skills in automotive window film installation, paint protection film application and ceramic coating, at no cost to students. XPEL provides program funding as well as XPEL products, materials, trainers and guest speakers.

Founded by celebrity car customizer and TV personality **Will Castro** — known for Unique Rides, his work with Team Unique, and for crafting custom cars for stars like LeBron James,

DJ Khaled, LL Cool J, Billy Joel, Carmelo Anthony and more — **Unique Academy USA** introduces inner-city youth to professional skills in automotive window film installation, paint protection film application and ceramic coating, at no cost to students. In addition to technical training, students receive instruction in business development and leadership. **Season 1 launched on ROKU** in July 2025, and featured six, 30-minute episodes filmed at Castro's NYC-

based shop, with mentorship from industry leaders and celebrities including Victor Cruz, Adrienne Bailon Houghton, and Tony Yayo. Season 2 promises more A-list celebrity guests.

As the title sponsor, XPEL provides critical program funding alongside hands-on resources including window film, paint protection film, ceramic coating products and expert guest instructors — giving students access to industry-grade materials and real-world training from day one.

The program arrives at a critical moment for the automotive industry. **According to the TechForce Foundation**, approximately 1.2 million new automotive, collision, and diesel technicians must enter the workforce by 2029, yet training pipelines are expected to fill only a fraction of that demand. Last year, **MarketWatch** reported that over 35,000 technician positions were currently unfilled. Castro frames the crisis not as a talent shortage, but a career awareness problem — one that programs like Unique Academy USA and XPEL are actively working to solve.

"We're back for Season 2 because the work isn't done," said Castro. "This isn't just about teaching kids to work on cars — it's about giving them pride, purpose and a path forward they might not have known existed. When a young person walks out of here with a skill, a plan, and the confidence to go after it, that changes everything."

Castro is focused on dismantling outdated perceptions of the trade. "We're teaching skills where someone can make an incredible living without fitting the stereotype people still have in their heads," he said. "You can learn a specialized trade, work on amazing vehicles and build a career that can take you anywhere."

The results are quite powerful. For example, Season 1 graduate Eddie Chavez went on to launch Team Unique Mobile Services, a window tinting business serving vehicles, homes and commercial properties — a direct outcome of the entrepreneurial foundation the program provides.

"Unique Academy USA is a powerful opportunity for XPEL to invest in the next generation of automotive professionals," said Chris Hardy, VP of North America at XPEL. "I've seen firsthand how this program has already changed peoples' lives. We're proud to stand behind a program that equips young people with real skills, real confidence and a real future in this industry. This is exactly the kind of initiative that strengthens our community and our craft."

Season 2 of Unique Academy USA includes six, 30-minute episodes and debuts on Roku on August 18th and on Tubi on August 20th, 2026.

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** (55M 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 debuts in August 2026 and will include a similar list of A-list celebrities and athletes.

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