NEWS RELEASE

XPEL to Showcase Leading Products, Iconic Vehicles and Motorsports Star Power at SEMA 2026

2026-11-02

XPEL, a global leader in protective films and coatings, will highlight legendary vehicles, live installation demonstrations and host Team Penske driver Josef Newgarden

SAN ANTONIO--(BUSINESS WIRE)-- **XPEL, Inc.** (Nasdaq: XPEL), a global leader in protective films and coatings, will showcase its industry-leading vehicle protection solutions on some of the world's most recognizable and exclusive vehicles at the 2026 Specialty Equipment Market Association (SEMA) Show in Las Vegas, November 3-6, 2026. From a historic Le Mans race car to a one-of-one Bugatti hypercar, XPEL will demonstrate how its products help preserve and protect vehicles ranging from motorsports legends to modern collector masterpieces.

At the 2026 SEMA Show, XPEL will highlight a legendary Mazda 787B Le Mans race car, with its iconic paint scheme protected by XPEL ULTIMATE PLUS™ PPF.

In addition, Team Penske INDYCAR driver and two-time INDYCAR Series champion, **Josef Newgarden**, will join XPEL in Booth #52065 in the West Hall of the Las Vegas Convention Center.

XPEL SEMA 2026 Highlights

Mazda 787B Le Mans Legend on Display

A centerpiece of the XPEL display will be **Mazda's legendary 787B**, one of the historic race cars that competed at the 24 Hours of Le Mans and eventually helped the brand achieve victory. Fully protected with XPEL ULTIMATE PLUS™ paint protection film (PPF) to help preserve its iconic paint scheme, the vehicle demonstrates how modern protective technologies can help preserve automotive history while maintaining the authentic appearance of irreplaceable vehicles.

One-of-One Bugatti Vision Gran Turismo

Visitors will also have the opportunity to see the extraordinary Bugatti Vision Gran Turismo, a one-of-one hypercar concept inspired by the virtual racing world and brought to life as a physical vehicle. Protected with XPEL ULTIMATE PLUS™ PPF and FUSION PLUS™ ceramic coating, the rare vehicle represents the intersection of cutting-edge design, engineering excellence and premium vehicle preservation.

Team Penske's Josef Newgarden Appearance

Fans will have the opportunity to meet Josef Newgarden, Team Penske INDYCAR driver, back-to-back Indy 500 winner and one of the sport's most recognizable competitors. Newgarden will appear in the XPEL booth on Wednesday, November 4, from 12:00 p.m. to 1:00 p.m. PT for autographs, photos and fan engagement activities.

Live Paint Protection Film Installation Demonstrations

Throughout the week, attendees can witness XPEL-certified technicians perform live paint protection film installation demonstrations on a unique Autograph Collection Infiniti QX65 model. Visitors will have the opportunity to learn more about XPEL's complete portfolio of paint protection films, ceramic coatings and window films directly from product experts and installers. Some will also have the chance to test their skills by applying PPF to side view mirrors.

XPEL Protection Featured Across the Show Floor

In addition to vehicles displayed in XPEL's own exhibit, numerous featured vehicles throughout SEMA will showcase XPEL PPF, window tint and ceramic coatings. These include a stunning Green Machine color 2027 Dodge Charger Scat Pack wrapped in XPEL STEALTH™ PPF (like **Jeep's previous collaboration** with XPEL), **Schmee150's Corvette ZRX1**, and **CMS Motorsports' Mercedes Benz Sprinter car hauler** with a DTM livery-matching C43 sedan.

SEMA attendees are invited to visit XPEL Booth #52065 in the West Hall of the Las Vegas Convention Center to experience these vehicles, products and demonstrations firsthand.

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

Ezekiel Wheeler
ewheeler@xpel.com

Source: XPEL, Inc.