

XPEL APPOINTS TIM HARTT AS MANAGING DIRECTOR, EUROPE

San Antonio, TX – November 10, 2016 -- XPEL Technologies Corp. (TSXV: DAP.U), a leading supplier of automotive paint protection and window films, today announced the appointment of Tim Hartt as Managing Director, Europe. In his new role, Mr. Hartt will relocate to and have leadership responsibility for XPEL's operations in Europe.

In August 2016, the Company announced the expansion of its presence in Europe with the acquisition of certain assets of Connectin Europe, B.V. and the concurrent establishment of XPEL B.V., in Tilburg, The Netherlands to complement its existing UK operations. The leadership teams of these entities will report to Mr. Hartt. Mr. Hartt will continue to report to Ryan Pape, President and Chief Executive Officer of XPEL.

Mr. Pape commented, "We're excited about our international growth opportunities and having Tim on the ground in Europe will greatly enhance our ability to execute on our strategic initiatives as well as ensure our strategic imperatives are aligned. Tim was one of XPEL's founders and has been a key senior executive at XPEL for several years, and we believe his operations expertise and knowledge will enable us to better leverage our existing relationships with manufacturers, dealerships and other distribution partners across Europe to grow market share and broaden awareness of the XPEL brand. This appointment reflects our dedication to expanding our commitment and presence in this strategically important market."

About XPEL Technologies Corp.

XPEL is the leading supplier of automotive paint, headlamp and window protection films with over 70,000 vehicle-specific applications and a worldwide network of trained installers. Using XPEL's propriety software and patented materials, our professional design team develops products that deliver the ultimate in vehicle protection, meeting the demands of a broad range of makes and models. XPEL is the developer of the Design Access Program software, and manufacturer of XPEL™ Automotive Paint and Headlamp Protection Products. XPEL has forged the cutting-edge of automotive protection technology, and leads the industry in quality, technical support and customer service.

Additional information can be found on the Company's website at www.xpel.com

Safe harbor statement

This release includes forward-looking statements regarding XPEL Technologies Corp. and its business, which may include, but is not limited to, anticipated use of proceeds from capital transactions, expansion into new markets, and execution of the company's growth strategy. Often, but not always, forward-looking statements can be identified by the use of words such as "plans," "is expected," "expects," "scheduled," "intends," "contemplates," "anticipates," "believes," "proposes" or variations (including negative variations) of such words and phrases, or state that certain actions, events or results "may," "could," "would," "might" or "will" be taken, occur or be achieved. Such statements are based on the current expectations of the management of XPEL. The forward-looking events and circumstances discussed in this release may not occur by certain specified dates or at all and could differ materially as a result of known

and unknown risk factors and uncertainties affecting the company, performance and acceptance of the company's products, economic factors, competition, the equity markets generally and many other factors beyond the control of XPEL. Although XPEL has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. No forward-looking statement can be guaranteed. Except as required by applicable securities laws, forward-looking statements speak only as of the date on which they are made and XPEL undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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