

XPEL

Story by Jenny Clain



XPEL

As an exotic car owner, your vehicle is an important part of your life and one in which you've invested a lot of cash, something you highly value and want to keep as perfect as possible. It's also likely true that as an automobile enthusiast, you would do whatever you could to protect your vehicle's natural beauty and maintain its value, in ways that make good sense.

One growing trend that makes sense to plenty of performance car aficionados is automotive protection film.

In fact, it's a good bet that the next SoCal Supercar Sunday or classic car event you attend will be rife with vehicles wrapped up tightly in today's high tech protection films. In support of that claim, a new study by Grand View Research Inc. reports that the global paint protection film market, valued at \$863.8 million in 2014, is expected to reach \$1.49 billion by 2022.

There are a number of common-sense reasons protection films are on the rise.

First off, consumer awareness is

growing as these films become more technologically advanced. While older generations of films would lose gloss, discolor and sometimes develop cracks, today's films are designed to remain crystal clear while shedding environmental contaminants rather than absorb them. In addition, today's advanced films are much more flexible, protecting against chips, scratches and stains from rocks, gravel, salt, oils, magnesium chloride, insects and also bird droppings.

And protection films are either manufactured in pre-cut patterns, or custom cut by highly skilled technicians, to protect any vehicle's bumper, hood, roof, rocker panel, trunk, mirror back, door handle cavity, door edge and headlights — if it's painted or exposed, it can probably be protected with



film.

Second, more new car dealerships are offering protective films as an option before cars ever roll off the dealer lot. That's because with today's economic volatility, people are increasingly interested in protecting their investments, whether vehicles are purchased or leased.

Additionally, today's paint protection films take protection far beyond just durability and clarity. XPEL Technologies, based in San Antonio, Texas, developed its flagship paint protection film, XPEL ULTIMATE™ to "self-heal" from minor scratches while maintaining a high-gloss finish, closely mirroring factory paint. What's more, XPEL backs its ULTIMATE with a 10-year warranty, which ensures peace of mind for your treasured vehicle.

"It's an extremely strong and virtually invisible, clear-coated urethane film," explains XPEL President and CEO Ryan Pape. "On-lookers checking out your gorgeous ride at car shows and events will rarely, if ever, notice the protective film. All they'll see is a flawless finish."

Jesse Kline, owner of Coastline Motorsport based in Woodland Hills, Ca. has been using XPEL paint protection films since the company's initial product launch. Coastline offers a complete palette of automotive services and customizations, from graphics, tints and



racing stripes to superchargers, turbo kits and cat back systems.

"XPEL films are one of the best products available on the market today," Kline said. "Coastline Motorsport clients appreciate the ability to showcase their individuality and passion for automobiles through their vehicles. Our clients have been extremely pleased with the protection XPEL films offer their impressive automobiles."

Of course, exotics and collectible automobiles are in a class of their own when it comes to retaining value. Especially true for collectors is the notion that original paint should be protected at all costs simply because it is valued much higher by car collectors.

Repainting can be beautiful, but the "survivor car" trend places increased value for all original paint. Original paint usually entails layers upon layers of primers, base coats, color coats and clear coats applied on sheet metal at high temperatures, creating a super hard finish that's extremely smooth and even.



Applying protective film over an original paint job on a classic vehicle just makes good business sense.

Vehicles that have been repainted, by undergoing either a frame-up or rotisserie restoration, have undergone a costly investment. Vehicle owners who make this type of commitment in a vehicle's restoration can realize the biggest return by taking the final step in vehicle protection: applying paint protection film, not only to protect the finish, but also to prevent rusting.

What's more, exotic and classic vehicles alike are not immune to basic wear and tear while being driven to and from car shows or being shown at other events. Flying gravel, bug acids and tree sap all treat the paint the same as on any jalopy on the road.

To address this issue, XPEL devel-



oped TRACWRAP, a temporary paint protection film initially designed to protect vehicles at race tracks, TRACWRAP answers a need for short-term paint protection that's perfect for rare and classic vehicles being transported or put on display. An 8 mil-thick urethane film, TRACWRAP provides robust protection for automotive paint and can be easily self-installed for temporary use.

Once an exotic or collectible automobile has arrived at a show and is placed on display, the potential for damage can escalate greatly. Consider car show environments in which throngs of people check out cars, leaning over them and brushing against them as they admire the vehicle's beauty — inside and out. This exposes valuable vehicles to numerous opportunities to get scratched, chipped or dinged by exposed belt buckles, sharp zippers, metallic purse components as well as jewelry.

Even parked in a driveway or parking lot, cool vehicles are a magnet for admirers, who can inadvertently do damage without even

realizing it. For extra protection, TRACWRAP can be installed in addition to XPEL's traditional paint protection films, such as ULTIMATE.

XPEL also offers quality window film options that are developed to not interfere with GPS, radio, cellular and Bluetooth signals. To help protect vehicles against interior damage while parked in the hot sun, XPEL's PRIME CS window film provides SPF 1,000 protection that effectively blocks up to 99 percent of harmful UV rays and dissipates 45 percent of solar energy. XPEL's PRIME XR features a nano-ceramic particle technology that also offers 99 percent UV protection along with 84 percent infrared rejection.

To find out more about paint protection film for exotic and collectible vehicles, contact XPEL at 800-447-9928 or visit <http://www.xpel.com>.

XPEL-certified installation can be arranged through Coastline Motorsport by calling: 818-222-8881 or via coastlinemotorsport.net.

