



News Release

VOXX Electronics Showcases and Introduces New Products at SEMA 2017

HAUPPAUGE, NEW YORK – OCTOBER 30, 2017 —[VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), announced today they will be attending the 2017 SEMA Show in Las Vegas, Nevada on October 31 – November 3 to showcase and introduce several new products across their extensive 12Volt retail and car dealer specific product lines.

“We view the SEMA Show as the premier automotive specialty products trade event of the year and it sets the perfect stage for us to showcase and demonstrate all of our product lines with the thousands of attendees present at the show,” said Aron Demers, Senior Vice President, VOXX Electronics Corporation. “This year at the VOXX Electronics booth we’ll be presenting several new product offerings across our different categories featuring the latest in connectivity, telematics, safety and security.”

Inside the VOXX Electronics Booth (#12017) the Company will display some of their newly introduced products including:

- **LOOK-IT**, a wireless back-up camera providing users with a do-it-yourself, all-in-one back-up camera and monitor solution. Powered by Lightwave Technology, LOOK-IT is a revolutionary wireless back-up camera that takes the back-up camera technology to the next level by combing wireless smartphone technology with a high-tech built-in license frame camera. The system connects wirelessly to the user’s smartphone and turns any iPhone or Android device into the display, allowing drivers to view the footage directly on their smartphone device.
- **CarLinkBT Long Range**, adds another VOXX first to the market. This entirely new product allows long range smartphone control without any monthly or annual fees. CarLinkBT Long Range offers today’s most advanced convenience and security solution when combined with a Prestige, Code Alarm or Pursuit remote start, security or keyless entry system. The system communications from a smartphone to a small one-button transmitter on your keychain via Bluetooth, and then to the vehicle using long range LoRa RF technology, extending its operating range to over one mile without any additional fees.
- The **FLRSBA** was developed in conjunction with Automotive Data Solutions (ADS) and brings together the advanced technology of ADS with the core VOXX security and remote start features to introduce a fully integrated remote start / security system with a built-in FLCAN. The FLRSBA can also replace VOXX’s current “vehicle specific” data start systems, giving the dealers the option of a “one-module” solution with different vehicle specific harnesses – increasing flexibility and reducing carrying costs.

The Company will also have on display new products within each of their categories including; Advent/Audiovox/Rosen Mobile Video Overhead and Headrests, Advanced Driver Assistance Systems (ADAS), Remote Start & Security Systems, and Telematics.

Visit VOXX Electronics at the 2017 SEMA Show in the North Hall, Booth #12017 – Tuesday, October 31, through Friday, November 3, at the Las Vegas Convention Center in Las Vegas, Nevada.

For more information about any of the products being shown at SEMA please visit:

www.voxxelectronics.com

For more information on becoming a VOXX Electronics Dealer in the US, please visit:

www.voxxelectronics.com/become-dealer

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About VOXX Electronics Corporation (VEC):

[VOXX Electronics Corporation](#) (VEC) is a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: [VOXX](#)), a global supplier of mobile and consumer electronics products. VEC is a recognized leader in the marketing of automotive entertainment, vehicle security and tracking, remote start systems, telematics, and Advanced Driver Assistance Systems (ADAS).

VEC sells its products through an extensive distribution network that includes expeditors, mass merchandisers, regional mobile electronics chains and independent specialist both domestic and internationally. VOXX Electronics possesses a strong brand portfolio and its products rank among the top ten in almost every category in which they sell. Primary brands include: [Advent](#), [Audiovox](#), [Car Connection](#), [CarLink](#), [Code Alarm](#), [Invision](#), [Omega](#), [Prestige](#), and [Pursuit](#). VOXX Electronics has strategic distribution relationships with [EyeLock](#), [Singtrix](#) and [SiriusXM](#).

For additional information, please visit our website at www.voxxelectronics.com.

About VOXX International Corporation:

VOXX International Corporation (NASDAQ: [VOXX](#)) has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Today, VOXX International Corporation has an extensive distribution network that includes power retailers, mass merchandisers, 12-volt specialists and most of the world's leading automotive manufacturers. The Company has an international footprint in Europe, Asia, Mexico and South America, and a growing portfolio, which now comprises over 30 trusted brands. Among the key domestic brands are Klipsch®, RCA®, Invision®, Jensen®, Audiovox®, Terk®, Acoustic Research®, Advent®, Code Alarm®, Car Connection®, 808®, AR for Her®, and Prestige®. International brands include Hirschmann Car Communication®, Klipsch®, Jamo®, Energy®, Mirage®, Mac Audio®, Magnat®, Heco®, Schwaiger®, Oehlbach® and Incaar™.

For additional information, please visit our Web site at www.voxxintl.com

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