



News Release

VOXX Electronics Corporation Introduces First Aftermarket Power Lift-Gate System

HAUPPAUGE, NY & LAS VEGAS, NV – JANUARY 4, 2017 – LVCC, CENTRAL HALL BOOTH 13517—[VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), announced today the introduction of the first aftermarket Power Lift-Gate system to the Company’s expanding Advanced Driver Assistant System (ADAS) product line. The Power Lift-Gate system offers added convenience to the way you can open your back hatch. New applications are available for the 2016-2017 Mazda CX5, Toyota Rav4, Hyundai Tucson, and the 2017 Jeep Cherokee.



“We are continuously looking to expand our product offerings in the new car dealer space. The introduction of the first aftermarket Power Lift-Gate system demonstrates our commitment to growing this product category to deliver new and innovative solutions to the channel. This new introduction will also deliver high profits to our car dealer partners where either the consumer does not want to step up to an expensive trim level to get the desired feature or the option is not available from the factory,” said Aron Demers, Senior Vice President, VOXX Electronics Corporation.

The Power Lift-Gate comes with a fully equipped plug-n-play module that seamlessly integrates with an existing factory keyless entry system to control via remote control, while also offering keyless solutions with buttons conveniently located at the front and rear of the vehicle. Simply press and go, let the Power Lift-Gate take care of the rest. Additionally, this system features adjustable height setting, allowing you to control opening height of the Lift-Gate and Smart Protection against closing when objects are present, for added safety and convenience.

The Power Lift-Gate is available now for an MSRP of \$899.

For more information about the Power Lift-Gate, please visit: www.voxxelectronics.com.

The [Advent](#) brand is marketed by VOXX Electronics Corporation, a wholly-owned subsidiary of VOXX International Corp., (NASDAQ: VOXX).

For more information on becoming a VOXX Electronics Dealer in the U.S., 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's Advanced Solutions Group is focused on developing new strategic partnerships in emerging growth categories in the fields of biometrics, imagery and vocal processing.

VEC sells its products through an extensive distribution network that includes expeditors, mass merchandisers, regional mobile electronics chains and independent specialists, both domestic and international. 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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