



## **Advent Enters OEM Radio Camera Interface Market**

*Launches the Company's first two  
Plug-in Back-Up Camera Cables for Toyota and Mazda*

**HAUPPAUGE, NY – September 10, 2013** –Audiovox Electronics Corporation, a wholly-owned subsidiary of VOXX International Corp. (NASDAQ VOXX) today announced that it has entered the OEM Radio Camera Interface Market with the launch of its first two models the TYRVCH for Toyota and the MZRVCH for Mazda. These new products are part of the company's Advanced Accessories line and will be marketed under the Advent brand, which is exclusive to new car dealers and expeditors.

The cables are designed to allow for plug in installation of a backup camera to applicable Toyota and Mazda vehicles that come equipped with a display type radio and allow a direct connection to the radio's input port. No programming or other modifications are required. With them, the video feed from any backup camera with a standard RCA type video connection can be displayed on the vehicle's radio.

“The Advent brand has been the go-to brand for the new car dealer because it consistently brings them new product and profit opportunities and this is another example of our commitment to that market,” said Tom Malone, president of Audiovox Electronics Corp. “These Advent interface cables are not bundled together with a specific camera, which gives the dealer the combination of total flexibility and affordable prices that are significantly lower than either the factory or the competition.”

Malone concluded, “While these are the first two products in this new line, they are not the last as we intend to continue to introduce new models designed to work with other car models in the not too distant future.”

TYRVCH Toyota interface works with the following 2013 vehicle models: Camry, Corolla, Avalon, Prius V, Prius Two, Prius C w/ Entune Only, RAV4, Highlander, Venza, Scion.

MZRVCH Mazda interface works with the following 2013 vehicle models: Mazda 3 Sedan, Mazda 3 Wagon, Mazda CX-7, Mazda 6, Mazda CX-9.

For more information contact your Advent/Audiovox Sales Rep, Order desk, or for information on becoming an Advent Dealer in the US, email us at [newaccounts@audiovox.com](mailto:newaccounts@audiovox.com).

**About Audiovox Electronics Corporation (AEC):**

Audiovox Electronics Corporation (AEC) is a wholly owned subsidiary of [VOXX International Corporation](#) (NASDAQ:VOXX), a leading, global supplier of mobile and consumer electronics products. AEC is a recognized leader in the marketing of automotive entertainment, Location Based Services (LBS), rear observation systems, and vehicle security. Its' extensive distribution network includes power retailers and 12-volt specialists as well as nearly all of the major [vehicle manufacturers](#) ("OEMs"), both domestically and abroad.

Audiovox Electronics possesses a strong brand portfolio and its products ranks among the top ten in almost every category in which they sell. Primary brands include [Audiovox®](#), [Invision®](#), [Jensen®](#), [Omega®](#), [Advent®](#), [Code Alarm®](#), [Prestige®](#) and [Excalibur®](#).

Headquartered in Hauppauge, NY, Audiovox Electronics has a manufacturing facility in the United States, and a robust international footprint with offices in Europe, Canada, Mexico and Venezuela. For additional information, please visit our Web site at [www.audiovoxproducts.com](http://www.audiovoxproducts.com).

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