



News Release

VOXX Electronics Corp. Begins Shipping Advanced Driver Assistance Systems (ADAS) Line!

New Back-Up Cameras and Rear Observations Systems Now Available

HAUPPAUGE, NY – MAY 1, 2014 -- [VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), today announced that it has begun shipping the newly expanded Advanced Driver Assistance Systems (ADAS) product line that the Company unveiled at the Consumer Electronics Show in January.

These Advanced Driver Assistance Systems are designed to provide essential information and automate complex or repetitive tasks, leading to an overall increase in driver situational awareness and safety. The new line adds camera technologies and rear observation systems to the company's existing ADAS line. New parking sensors and an event camera system will be available shortly.

With the push from government for greater on-the-road safety and ever-increasing interest from automakers and consumers to have innovative safety features, the ADAS market is considered one of the fastest growing segments in automotive electronics. According to recent industry reports, the global ADAS market will grow at a CAGR of 22.59 percent over the next 2 years. And among the major trends the market is seeing is the increasing deployment of ADAS in lower-cost cars and as add-on aftermarket systems.

“The global market for Advanced Driver Assistance Systems has grown significantly in recent years as consumers become more aware of driver safety products,” said Tom Malone, President of VOXX Electronics Corporation. “We were one of the first companies in the aftermarket to recognize the need to provide safety accessories as part of our product offerings and this year we have expanded those offerings to include some more sophisticated devices with more new categories like event recorders, lane departure, blind spot detection and forward crash warning systems on the way.”

VOXX's latest Multi-view Backup (CAM430MV) and Import Style Backup Cameras (CAM345) provide greater versatility and more cutting-edge capabilities at a lower price than virtually any competitor in the market. The CAM430MV features a selectable down, behind, wide, and split corner

view as well as a digital 190-degree view behind the vehicle. Digital image correction translates into a crisp, clear and straight picture from all angles. This versatile camera solution has 2 mounting systems – a VOXX patented license plate mount and surface mounting brackets– and is the only industry offering with a microphone and swappable mirror function.

The Import Style Backup Camera (CAM345) features 9 selectable parking lines; high resolution; waterproof housing; 160 degree wide view angle; selectable image – normal/reverse; low profile OEM style mount; and built-in microphone all in an anodized aluminum housing to insure long life.



The CAM430MV Multi-view and the CAM345 Import Style Backup cameras are available now at 12 Volt Retailers nationwide for an MSRP of \$349.99 and \$199.99 respectively.

Rear Observation Navigation System: The ADAS line of products will also include a new upgraded universal rearview mirror with built-in Navigation featuring a SURF VI GPS receiver, an ARM Cortex-A9 processor running at 800Mhz, and 8Gb of onboard memory for today's feature packed mapping. Bluetooth 4.0, Reverse camera input, and Touch Screen Controls all come in this package along with the newest state-of-the-art iGO Primo Navigation.



Included maps feature 3D US and Canada mapping with over 11 million POIs. Customer always receives the latest maps available at the time of purchase for free with the latest map guarantee. Built-in hands-free Bluetooth with phone book, Caller Id, 3 party calling, as well as a 4.3-inch LED backlit monitor with touch screen controls. This system also includes internal microphone, speaker and GPS antenna. The NM102 includes a universal windshield mount, with an optional windshield mounts available for Buick, BMW, Chevrolet, Chrysler, Dodge, Ford, GMC, Honda, Hyundai, Jeep, Kia, Land Rover, Mazda, Mitsubishi, Nissan, Ram, Scion, Subaru, Suzuki, Toyota, and VW. The NM102 is available now at Audiovox /Advent Dealers for an MSRP of \$499.99.

For more information about the Advanced Driver Assistance Systems please visit:

www.audiovoxproducts.com

The Advanced Drivers Assistance Systems 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 or Advent Dealer in the US, email us at newaccounts@audiovox.com.

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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 leading, global supplier of mobile and consumer electronics products. VEC 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.

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 [Audiovox®](#), [Invision®](#), [Jensen®](#), [Car Connection](#), [Omega®](#), [Advent®](#), [Code Alarm®](#), [Prestige®](#), [Pursuit®](#) and [Excalibur®](#). For additional information, please visit our Web site at www.audiovoxproducts.com.

About VOXX International Corporation:

[VOXX International Corporation](#) (NASDAQ:VOXX) is the new name for Audiovox Corporation, a company that was formed over 45 years ago as Audiovox that 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 is a global company...with 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. For additional information, please visit our Web site at www.voxintl.com.

VOXX International Contact:

Larissa Bertolotti
Phone: (631) 436-6408
Email: LBertolotti@audiovox.com

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