



NEWS RELEASE

Jensen DUB Edition Hits Retail Shelves

Partnership adds marketing element to expand beyond new product development

HAUPPAUGE, NY – JULY 31, 2014 – [Jensen](#) today announced that its newly designed Jensen DUB Edition high performance amps, speakers and subwoofers are now available at retail. The line combines Jensen technology with the design skills of the creators of DUB Magazine. As part of their agreement, Jensen will participate in all of the DUB marketing programs including the magazine, cross promotions, and shows and events.



“DUB is an original automotive lifestyle brand with its focus on the car culture. Its’ designers have always been right on target as they expanded from the magazine into 12Volt vehicle accessories that translate into profit opportunities for their dealer partners,” said Tom Malone, President of VOXX Electronics Corp.

This product line adds in-vehicle audio components to the DUB line up of branded and designed accessories. The line includes amplifiers, full range speakers along with 10” and 12” subwoofers. The product was designed and engineered in the USA (DUB / Jensen) using Audio Precision and

Klippel test equipment. All DUB full range speakers use silk dome tweeters, rubber surrounds and oversized motor structures.

Malone continued, “Partnering with DUB is an important step for our Jensen product line especially when you consider the tremendous marketing programs that we will be part of as well. The DUB reputation for performance combined with the Jensen history of sound quality should make this a win/ win for our retailers helping them capture a bigger share of the car audio market. The products appeal to a unique demographic and are priced to move. Consumers get some very hot new products and dealers get an additional profit opportunity.”

The Jensen DUB Edition line will be part of a number of DUB Magazine events including custom car showcases, DUB LIVE! and the national DUB Show Tour. DUB Live! is active at US Military bases, Community Festivals, Major Auto Shows, Sporting Events and Concerts. DUB also sponsors “Custom Car Showcases” in a series of nationwide “Retailtainment Events” and Jensen Dub Edition will participate in all of those. Finally, the new Jensen Dub Edition will be part of the extensive social media programs that run on a regular basis.

“Partnering with the Jensen brand and a company like VOXX Electronics is an honor. They both have such great reputations for quality products” said Myles Kovas, DUB Magazine President and Co-Founder. “We did not compromise on performance. DUB Edition by Jensen Subwoofers hit really hard!”

The new line will be supported by a full in store support materials including posters, decals and displays.

Amps

The Jensen DUB Edition Amplifiers provide the hard hitting in your face sound you have come to expect from the Jensen iconic audio brand. The Jensen DUB Edition Amplifiers feature robust MOSFET power supplies, continuously variable high/low pass filters, and variable bass boost for great system design flexibility. All of the Jensen DUB Edition amplifiers have optimized class AB design to minimize distortion and reduce idle current.



- **DUBa11000D** 1100 Watt 1 Channel Class D amplifier uses less power, takes up less space and generates less heat than traditional amp designs for improved efficiency. The DUBa11000D is driven by a MOSFET power supply and high current international rectifier output transistors offering impressive power – 1100 Watts RMS into a 1-Ohm load. This amplifier features superior audiophile sound quality and will provide constant reliable power so that you can keep playing louder and longer. (MSRP: \$229.00)
- **DUBa1450** 900 Watt 1 Channel Class AB amplifier features a MOSFET power supply, high current Toshiba output transistors and NJM4580 low noise, low distortion op-amps providing high-power, high-quality sound to your vehicle’s audio system. The DUBa1450 can drive 4-Ohm and 2-Ohm loads. This amplifier offers impressive power and extensive controls for fine-tuning your sound – an ideal way to boost your music’s intensity and clarity. (MSRP: \$149.99)

- **DUBa2100** 480 Watt 2 Channel Amplifier features a MOSFET power supply with high current Toshiba output transistors offering impressive power. With a rated RMS of 85 Watts x 2-Channels @ 4-Ohms and additional power output of 125 Watts x 2-Channels @ 2-Ohms and 240 Watts x 1-Channel at 4-Ohms, the DUBa2100 is sure to satisfy your need for power. (MSRP: \$99.99)
- **DUBa4100** 800 Watt 4 Channel Amplifier will knock the wind right out of you when added to your vehicle's audio system. The DUBa4100 features high current Toshiba output transistors; optimized Class AB design for reduced distortion and idle current. The DUBa4100 can drive 4-Ohm and 2-Ohm loads. Its Overload Protection circuitry will keep the amp from overheating or shutting down. (MSRP: \$129.99)

Speakers

Enjoy high quality sound everywhere you go from your in-car entertainment system with the Jensen DUB Edition full line of car speakers! This new speaker line features injection-molded polypropylene cones, NBR (rubber) surround, silk dome tweeters, and vented spiders. These speakers have been crafted above all for exceptional audio performance with high power handling capability and quality materials used throughout. The aggressive design is black with silver accents ready to suit any vehicles interior and is designed with shallow mounting depth for easy install into a wide variety of vehicles.



- **DUBs240** 4" Two-Way Speaker is an outstanding choice to replace factory 4" speakers. The DUBs240 two-way design handles 180 Watts peak power, 45 Watts RMS and features Jensen's injection molded polypropylene cone with rubber surround and heavy duty motor structure with 3.0mm Xmax. (MSRP: \$49.99)
- **DUBs252** 5.25" Two-Way Speaker with 1" voice coil. Enjoy high quality sound everywhere you go from your in-car entertainment system. The DUBs252 car speakers have been crafted above all for exception audio performance with maximum power handling of 240 Watts (60 Watts RMS) offering frequency response of 45Hz~35kHz and 4-Ohm impedance. (MSRP: \$59.99)
- **DUBs257** 5x7"/6x8" Two-Way Speaker with 1" voice coil features an injection molded polypropylene cone with rubber surround, a 25mm silk dome tweeter and heavy duty motor structure with 3.4mmXmax guarantee to deliver an excellent full range, bold sound quality. These speakers deliver exceptional audio performance with maximum power handling of 280 Watts (70 Watts RMS) offering a frequency response of 42Hz~30kHz and 4-Ohm impedance. (MSRP: \$69.99)
- **DUBs265** 6.5" Two-Way Speaker is designed to give the perfect sound balance of quality and power delivering crisp, clear highs, smooth bass and clean midrange. These 2-way car speakers will blow you away with maximum power handling of 280 Watts peak power, 70 Watts RMS offering a frequency response of 42Hz~30kHz and 4-Ohm impedance. (MRSP: \$69.99)
- **DUBs369** 6x9" Three-Way Speaker offer great depth of sound and high frequency response range, so you can hear every note of your favorite music as a result of the (1) 25mm silk dome tweeter, and (1) 13mm silk dome super tweeter as well as an injection molded polypropylene cone with rubber surround and a heavy duty motor structure with 4.5mm Xmax. Power handling of 400 Watts peak power (100 Watts RMS) offering a frequency response of 32Hz~35kHz and 4-Ohm impedance. (MSRP: \$89.99)

Subs

Jensen DUB Edition Subwoofers are built with a uniquely reinforced injection molded polypropylene cone for optimum stiffness and maximum low frequency output. The high damping rubber surround, bumped and vented pole piece, 2" voice coil, and heavy duty motor structure are designed to give the listener a "Hard Hitting" experience.



- **DUBw10** 10" Subwoofer is built for sound. From the moment you turn it on it will surprise you with its true low frequency response and slightly sinister styling inspired by DUB Magazine. The DUBw10 offers an impressive 1000 Watts of peak power handling (250 Watts RMS) and excellent frequency response from 25Hz~250Hz. This 10" subwoofer with 2" voice coil proves you can easily install impressive and affordable hard hitting sound in your vehicle. (MSRP: \$99.99)
- **DUBw12** 12" Subwoofer is built for window shaking, roof rattling sound. From the moment you turn it on the DUBw12 will surprise you with its super-clear lows and rich-sounding hard hitting bass without distortion. The DUBw12 offers an impressive 1200 Watts of peak power handling (350 Watts RMS) and excellent frequency response from 22Hz~250Hz. The slightly sinister styling inspired by DUB Magazine makes this subwoofer the perfect addition to any vehicle. (MSRP: \$129.99)

The [Jensen DUB Edition brand](#) is marketed by VOXX Electronics Corporation, a wholly owned subsidiary of VOXX International Corp., (NASDAQ VOXX).

For information on becoming a Jensen Mobile Entertainment Dealer in the US, please visit www.jensenmobile.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 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.

About VOXX International Corporation:

[VOXX International Corporation](#) (NASDAQ:VOXX). The Company that began as Audiovox over 45 years ago has morphed into a worldwide leader in many automotive and consumer electronics and accessories categories, and now into premium high-end audio. The Company's brands hold leading market positions across a wide-spectrum of consumer and automotive segments.

Today, VOXX International is a global company...with an extensive distribution network that includes some of the world's Fortune 500 companies and an international footprint in [Europe](#), [Asia](#), [Mexico](#) and [South America](#), and a growing brand portfolio, which is now comprised of over 30 trusted brands including [Audiovox®](#), [Klipsch®](#), [RCA®](#), [Invision®](#), [Jensen®](#), [Acoustic Research®](#), [Jamo®](#), [Energy®](#), [Mac Audio®](#), [Magnat®](#), [Heco®](#), [Schwaiger®](#), [Hirschmann Car Communication®](#) and [Oehlbach®](#). The Company continues to drive innovation throughout all of its subsidiaries, and maintains its commitment to exceeding the needs of the consumers it serves. For additional information, please visit our Web site at www.voxxintl.com.

About DUB:

[DUB®](#) Publishing is a leading, authoritative voice in the urban automotive lifestyle scene. Its eponymous magazine was the first in the industry dedicated to covering celebrity-driven vehicles and giving a first-hand look at the expansion of a multi-billion dollar industry that revolves around the vast world of car customization. DUB is widely recognized as pioneers in modern car culture and aftermarket customization. DUB Magazine – The Original Automotive Lifestyle Magazine™, and DUB Magazine's Custom Auto Show and Concert Tour™ spawned a new era of urban car culture and lifestyle. For more information please visit www.dubmagazine.com.

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