

VOXX Introduces Value Priced Parking Sensors

Lower Priced Systems Designed Give Car Dealers Entry Level Options

HAUPPAUGE, NY – JULY 17, 2014 -- [VOXX Electronics Corp \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corp.](#) (NASDAQ: VOXX), today announced it has begun shipping two new lower priced Parking Assistance Sensors that give car dealers additional accessory add-ons designed for their most value conscious customers.

The Company's latest parking assist systems are the **PSB110**, a 4 sensor complete system with buzzer including 3 stages of audible beep to indicate distance and the **PSB120**, a 4 sensor system with dual color LED Display also including 3 stages of audible beep to indicate distance as well as a digital distance display.

“Our car dealer partners are always looking for new ideas in accessories to boost add-on sales and these new parking assist sensors do just that.” said Tom Malone, President of VOXX Electronics Corp. “With them we are giving the consumer the opportunity to add this high level of technology and added driver convenience without breaking the bank...and the dealer the opportunity to cash in on the safety conscious consumer that is shopping the aftermarket both at the car dealer and 12Volt level.”



They have 18.8mm unpainted sensors so they can match any vehicle and both systems include a 7.5ft sensor wire designed for trunk mounted installation. They come with a hole saw and installation kit; have a self-test function; detachable sensor waterproof wire connectors; and all-weather design (-40°C to 85°C). Both models can be used as a 2-sensor system. These products are sold including installation so pricing can vary depending on the complexity of the install, however the Company believes that even with install, they are among the most affordably in the market.

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) was formed over 45 years ago as Audiovox and 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.

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