



## News Release

### **Pursuit Delivers Interior Theft Sensor to Car Dealer Market**

*Sensor add-on upgrades factory OEM security system to include window protection for total vehicle coverage*

**HAUPPAUGE, NY – AUGUST 27, 2014 – [VOXX Electronics Corp \(VEC\)](#)**, a wholly-owned subsidiary of [VOXX International Corp.](#) (NASDAQ: VOXX), today announced it has begun shipping the Pursuit CP1 Interior Theft Sensor. Most factory installed security systems have one major flaw. They do not include a shock sensor or an impact sensor that will sound the alarm when a window is damaged making the quick break in and theft of contents not only one of the easiest crimes to perpetrate but also one of the highest forms of reported auto theft.

“Pursuit Security has been the gold standard for the car dealer market since its inception,” said Tom Malone, President of VOXX Electronics Corporation. “We have led the way with technology advances, long range products and now this latest add-on that with glass protection really completes a factory installed system. It interfaces seamlessly with the OEM security system and operates through the vehicle’s keyless entry remote control making it very easy to use for the consumer and a perfect profit opportunity for the New Car Dealer.”

Thanks to its compact size and design, it mounts at virtually any angle in a variety of locations in the vehicle. It incorporates a wide adjustment range, enabling it to accurately detect impact on any size vehicle. A major break, the most common will trigger the alarm, but it also has a Lite Touch, or Warn Away feature for a ‘bump’ that might not be a break-in at all. The system has an under dash LED / Valet Switch holder.

The entire Pursuit Remote Start and Security systems, including the CP1 Interior Theft Sensor are covered by our exclusive Travelers Warranty Program that provides coast-to-coast warranty coverage to the New Car Dealer customers so repair if it is necessary is available anywhere in the US.

The CP1 is available now at car dealers everywhere.

For more information on CP1 or any other Pursuit Security or Remote Start system, please contact your VOXX Electronics Regional Sales Manager.

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

For more information on becoming a Pursuit Expediter in the US, email us at [newaccounts@audiovox.com](mailto: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.

**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.voxxintl.com](http://www.voxxintl.com).

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