

## **JENSEN DUB Edition featured in ‘Cure for Cancer Build’**

*Tricked Out Jeep to Appear at SEMA with Jensen DUB Edition Speakers, Subwoofers and Amplifiers*

**HAUPPAUGE, NY – NOVEMBER 4, 2014** -- [VOXX Electronics Corp \(VEC\)](#), today announced that its Jensen DUB Edition brand has joined other industry leaders in the transformation of a Jeep Wrangler for a great cause! Tom Buchanan and his father had a vision that a tricked out Jeep made available to car shows and events could be an attention getter that might raise awareness and money towards a Cure for Cancer. Together they started the transition in their spare time with an ultimate goal



to donate the car to “Cars for a Cure” to help fund research, education, advocacy and services for cancer patients and their families.

When Tom’s father was diagnosed, Tom took over the rebuild himself saying that he wanted this build to be a symbol of hope and strength like his dad has been to so many people in his life. “Building this jeep has taught me what my dad showed me every day; to never give up - there is always a way just to have a little hope and keep moving forward,” stated Tom Buchanan.

Tom soon realized that a project this big needed more than one man to see it through so he reached out to some of the industry’s leaders for help and they responded. Rich Calbay and John Ramos from DUB Magazine lead the charge. VOXX Electronics provided Jensen DUB Edition speakers, subs and AMPs from their brand new line. Car Toys handled the install and got the basses pumping on the Jensen DUB Edition products.

“In the end, paying forward is what it is all about and we were delighted to add our brand new DUB Edition products to this great cause”, said Tom Malone, President of VOXX Electronics. “We hope the thumping bass will resonate throughout the event and that the car will raise plenty of money in Tom Buchanan’s memory.”

The Jeep is now a head turning, mobile machine that makes great music while it spreads awareness. Come see the Car for a Cure at the SEMA show in Las Vegas! Make sure to head to the DUB Show Tour Area to check it out!

For more information about the Jensen DUB Edition product line please visit: [www.jensen.com](http://www.jensen.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](http://www.audiovoxproducts.com).

**About VOXX International Corporation:**

[VOXX International Corporation](#) (NASDAQ:VOXX), formerly Audiovox Corporation 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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