



News Release

Advent Launches OEM Style Rear-View Mirror with Back Up Monitor

New Camera Monitors Blind Zone with a Factory Look and Feel

HAUPPAUGE, NY – DECEMBER 4, 2014 – [VOXX Electronics Corp \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corp.](#) (NASDAQ: VOXX), today announced the launch of its Advent branded RVM100, OEM Styled rear view mirror with built in back up monitor that has the look and feel of an OEM system.



“Advent has been providing our car dealer partners with vehicle add-ons that broaden their profit opportunities and provide sought after consumer accessories since we launched our car dealer programs nearly 50 years ago,” said Tom Malone, President of VOXX Electronics. “With the increased focus on vehicle and driver safety, this new system is just what our car dealer partners are looking for...an affordable solution with an OE look.”

2018 marks the date that The National Highway Traffic Safety Administration (NHTSA) has set to require rear visibility

technology in all new vehicles in an effort to enhance the safety of these vehicles and significantly reducing the risk of fatalities and serious injuries caused by back over accidents.* This system arrives well before the mandate and lets consumers add this very important safety feature today.

“The RVM100 features a 4.3” High Definition color monitor that when paired with a backup camera allows the driver to view the image in the mirror. This greatly improves the ability to ‘see’ behind the vehicle eliminating the “Blind spot zone”. The RVM100 is being released at a price point that allows it to be added to any vehicle, adding safety to vehicles that were not equipped with these features previously. The Mirror is connected to any camera (sold separately) using standard RCA inputs and matches the factory look and feel of the vehicle. Vehicle specific mounts are available for many brands of vehicles from any Advent dealer.

For more information about the Rear-View Mirror please visit: www.adventproducts.com

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

For more information on becoming an Advent Dealer in the US, email us at www.voxxelectronics.com/become-dealer

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*NHTSA “*NHTSA Announces Final Rule Requiring Rear Visibility Technology*” March 31, 2014.

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.voxxelectronics.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.

VOXX International Contact:

Larissa Bertolotti

Phone: (631) 436-6408

Email: LBertolotti@voxxintl.com

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