



Jensen Launches New DUB Edition

Partners with DUB Magazine to Introduce High Performance Amp & Speaker Line

HAUPPAUGE, NY and LAS VEGAS, NV – JANUARY 6, 2014 – LVCC, CENTRAL HALL, BOOTH 10404/10415 – [Jensen](#) today announced the launch of the Jensen DUB Edition line of high-performance car audio amps, speakers and subwoofers. The new line combines Jensen iconic audio technology with the product design and global marketing power of DUB Magazine. DUB Magazine has earned the street credentials as the biggest automotive lifestyle brand with its focus connecting products to the car culture of today.

“The DUB Magazine team has always had their finger on the pulse of the automotive aftermarket developing vehicle accessories that turn heads. With this new Jensen line their performance style has now moved to the sound system components for vehicles. Our new Amp line has DUB Magazine-designed cosmetics that include new end caps, a new finish and excellent dollar per watt value. The new DUB Edition speakers have been engineered for sound quality with silk soft dome tweeters, rubber surrounds, injection-molded polypropylene cones and bigger magnets. The new DUB Edition subwoofers deliver awesome bass performance and bring a bold new look to any vehicle’s sound system” said Tom Malone, President of VOXX Electronics Corp.

Malone continued, “We believe that this new line will help our 12-Volt retail partners capture a bigger share of the car audio market. The products appeal to the enthusiast demographic and are priced in the volume zone of sound system components. This new line is a win/win with consumers getting some very hot new products and dealers getting an additional profit opportunity.”

Myles Kovacs, Founder and CEO of DUB Magazine, said, “What makes this partnership different from a traditional license is that Jensen and DUB Magazine are collaborating on new product innovations that will take both Jensen and DUB Magazine products to the next level. DUB Magazine is excited to work with such an industry leader that makes great quality products.”

Launch dates of the different products start in April 2014 and extend throughout the year with plans calling for the Jensen DUB Edition line to be part of a number of DUB Magazine events including DUB LIVE! custom car showcases and the national DUB Show Tour. The new Jensen DUB Edition line will also be included in DUB Magazine ads, DUB television shows and across DUB's online and social media channels.

Amps

The Jensen DUB Edition amps feature robust MOSFET power supplies, continuously variable high/low pass filters, and variable bass boost for great system design flexibility. The



DUBa20001D features a super efficient Digital design to achieve the 2000 watts output for subwoofers.

- **DUBa4002** 400 Watt 2/1 Channel Amplifier (MSRP \$89)
- **DUBa7604** 760 Watt 4/2 Channel Amplifier (MSRP \$109)
- **DUBa9001** 900 Watt 1 Channel Amplifier (MSRP \$149)
- **DUBa20001D** 2000 Watt 1 Channel Amplifier (MSRP \$229)

Speakers

The Jensen DUB Edition Speaker line features injection-molded polypropylene cones, NBR (rubber) surround, and silk dome tweeters. The line includes the full range of sizes to fit any vehicle.



- **DUBs240** 4" Two-Way Speaker (MSRP: \$39.99)
- **DUBs252** 5.25" Two-Way Speaker (MSRP: \$49.99)
- **DUBs265** 6.5" Two-Way Speaker (MRSP: \$59.99)
- **DUBs257** 5x7"/6x8" Two-Way Speaker (MSRP: \$59.99)
- **DUBs369** 6x9" Three-Way Speaker (MSRP: \$89.99)

Subwoofers

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, ceramic-ferrite magnet, and a heavy duty stamped steel basket are designed to deliver big bass impact that customer want today.



- **DUBw10** 10" Subwoofer (MSRP: \$49.99)
- **DUBw12** 12" Subwoofer (MSRP: \$69.99)

For information on the Jensen DUB product lines, please visit: www.jensenmobile.com

The [Jensen](#) 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, 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) 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. Through its wholly-owned subsidiaries, VOXX International proudly is recognized as the #1 premium loudspeaker company in the world, and has #1 market positions in automotive video entertainment and remote starts, digital TV tuners and digital antennas. The Company’s brands also hold #1 market share for TV remote controls and reception products and leading market positions across a wide-spectrum of other consumer and automotive segments.

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. Among the key domestic brands are [Klipsch®](#), [RCA®](#), [Invision®](#), [Jensen®](#), [Audiovox®](#), [Terk®](#), [Acoustic Research®](#), [Advent®](#), [Code Alarm®](#), [CarLink®](#), [Excalibur®](#), [Prestige®](#), and [Pursuit®](#). International brands [Hirschmann Car Communication®](#), [Jamo®](#), [Energy®](#), [Mirage®](#), [Mac Audio®](#), [Magnat®](#), [Heco®](#), [Schwaiger®](#), [Oehlbach®](#) and [Incaar™](#). 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.voxintl.com.

About DUB:

[DUB® Magazine](#) is a leading, authoritative voice in the urban automotive lifestyle scene. This 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 Magazine 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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