



## FlashLogic Introduces the Ultimate Mercedes and BMW Remote Start Solution

*Unique system eliminates hidden key fob that was necessary for other aftermarket remote starts*

**LAS VEGAS – January 7, 2013 – International CES, Center Hall, Booth 10415 – Audiovox Electronics Corporation (AEC)**, a wholly-owned subsidiary of [VOXX International Corp.](#) (NASDAQ: VOXX), announced today the introduction of its latest FlashLogic product –FLSTART designed exclusively for select Mercedes and BMW vehicles (2005-2012). This unique product uses the factory key FOB and thanks to the use of a vehicle specific wiring harness, offers quick and simple installation and will not affect the vehicle warranty. Used in combination with Carlink users can start and/or control vehicle convenience features from miles away.

Before the introduction of FLSTART it was complicated for Mercedes dealers to offer a non-factory remote start solution. It required the dealer to actually hide an extra factory Key FOB under the dash to accommodate the highly secure factory anti-theft starting system. FLSTART changes all that and allows seamless integration into the OEM can bus network. A BMW specific, web-based firmware download leverages powerful proprietary cloud computing services allowing an installer access to a secure “virtual” duplication of the vehicle key and immobilizer system. This patent pending service is simple, affordable and retains the vehicle security.

“Every vehicle offers challenges when developing aftermarket systems. The need for a consumer to purchase an additional Mercedes factory key fob just so they could have the luxury of added remote start has stood in the way of many people’s decision to purchase remote start,” said Tom Malone, President, Audiovox Electronic Corporation. “With the introduction of FLSTART we are taking that program to a new level as we are giving dealers profit opportunities that simply did not exist before because they were limited by priority vehicle electronics.”

Malone concluded, “Every new vehicle solution and/or technology advancement added to our Flashlogic program, provides our accounts with the ability to increase profits, by offering remote start systems to a wider variety of customers. Adding Mercedes and BMW where that capability has simply not existed before is testimony to the commitment we have to the car dealer market.”

These systems are scheduled are scheduled to deliver in January 2013, all features and functions as well as firmware downloads will be available at [www.flashlogic.com](http://www.flashlogic.com)

FlashLogic is marketed by Audiovox Electronics Corp, a wholly owned subsidiary of VOXX International Corp. (NASDAQ: VOXX).

For information on becoming an Audiovox Dealer in the US - email us at [newaccounts@audiovox.com](mailto:newaccounts@audiovox.com)

For more information about the FlashLogic product line please visit: [www.flashlogic.com](http://www.flashlogic.com)

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**About Audiovox Electronics Corporation (AEC):**

Audiovox Electronics Corporation (AEC) is a wholly owned subsidiary of [VOXX International Corporation](#) (NASDAQ:VOXX), a leading, global supplier of mobile and consumer electronics products. The Company holds number one market share in rear seat entertainment as well as remote start systems. AEC is also 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.

Audiovox Electronics possesses a strong brand portfolio and its products ranks among the top ten in almost every category in which they sell. Primary brands include [Audiovox®](#), [Invision®](#), [Jensen®](#), [Omega®](#), [Advent®](#), [Code Alarm®](#), [Prestige®](#) and [Excalibur®](#).

Headquartered in Hauppauge, NY, Audiovox Electronics has a manufacturing facility in the United States, and a robust international footprint with offices in Europe, Canada, Mexico and Venezuela. 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). The Company that began as Audiovox over 45 years ago has morphed into a worldwide leader in many automotive and consumer electronics and accessories categories, and now into premium high-end audio. The Company's brands hold leading market positions across a wide-spectrum of consumer and automotive segments.

Today, VOXX International is a global company...with an extensive distribution network that includes some of the world's Fortune 500 companies and an international footprint in [Europe](#), [Asia](#), [Mexico](#) and [South America](#), and a growing brand portfolio, which is now comprised of over 30 trusted brands including [Audiovox®](#), [Klipsch®](#), [RCA®](#), [Invision®](#), [Jensen®](#), [Acoustic Research®](#), [Jamo®](#), [Energy®](#), [Mac Audio®](#), [Magnat®](#), [Heco®](#), [Schwaiger®](#), [Hirschmann Car Communication®](#) and [Oehlbach®](#). 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.voxxintl.com](http://www.voxxintl.com).

**Safe Harbor Statement**

*Except for historical information contained herein, statements made in this release that would constitute forward-looking statements may involve certain risks and uncertainties. All forward-looking statements made in this release are based on currently available information and the Company assumes no responsibility to update any such forward-looking statement. The following factors, among others, may cause actual results to differ materially from the results suggested in the forward-looking statements. The factors include, but are not limited to risks that may result from changes in the Company's business operations; our ability to keep pace with technological advances; significant competition in the mobile and consumer electronics businesses as well as the accessories business; our relationships with key suppliers and customers; quality and consumer acceptance of newly introduced products; market volatility; non-availability of product; excess inventory; price and product competition; new product introductions; the possibility that the review of our prior filings by the SEC may result in changes to our financial statements; and the possibility that stockholders or regulatory authorities may initiate proceedings against VOXX International Corporation and/or our officers and directors as a result of any restatements. Risk factors associated with our business, including some of the facts set forth herein, are detailed in the Company's Form 10-K for the fiscal year ended February 29, 2012.*

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