



News Release

VOXX Electronics Introduces the Advent Factory Taillight Replacement with Built-in Blind Spot Detection

ORLANDO, FL. – JANUARY 8, 2018 – LVCC, CENTRAL HALL BOOTH 13518 – [VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), announced today the expansion of its Advanced Driver Assistance Systems (ADAS) product line with the introduction of the Advent Factory Taillight Replacement with built-in blind spot detection. This system uses the latest in microwave sensor technology and includes rear cross traffic (RTC) and door opening warning (DOW).



“The Advent Factory Taillight replacement with built-in blind spot detection analyzes the environment and warns the driver through audible and visual alerts of oncoming objects from both the driver and passenger side, providing an OEM experience for a fraction of the cost,” said Aron Demers, Senior Vice President, VOXX Electronics Corporation. “Truck applications are the focus for our launch, as most aftermarket radar-based systems out

today have a limitation on vehicles with metal bumpers. This system will be the industry’s first aftermarket blind spot application for the Light Duty Truck Market.”

With a simple installation in mind, the Advent Factory Taillight is a clean and quick install – requiring no drilling or body modifications. The sensor is preassembled in the replacement taillight, therefore reducing installation error of mounting the sensor.

This system is built to alert drivers of possible collisions that may occur due to lane changing maneuvers or other vehicles moving into their blind spot area, backing up in high traffic parking lots and/or roads, as well as alerting you of oncoming traffic when opening the vehicles door. Using enhanced radar algorithms and speed sense, this system reduces false alarms from objects outside of your blind spot, oncoming traffic and when moving at slow speeds.

The Advent Factory Taillight Replacement system is available in the 2nd Quarter for an MSRP of \$129.00.

For more information about the Advent Factory Taillight please visit: www.voxxelectronics.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 a VOXX Electronics Dealer in the US, please visit: www.voxxelectronics.com/become-dealer

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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 global supplier of mobile and consumer electronics products. VEC is a recognized leader in the marketing of automotive entertainment, vehicle security and tracking, remote start systems, telematics, and Advanced Driver Assistance Systems (ADAS).

VEC sells its products through an extensive distribution network that includes expeditors, mass merchandisers, regional mobile electronics chains and independent specialist both domestic and internationally. 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: [Advent](#), [Audiovox](#), [Car Connection](#), [CarLink](#), [Code Alarm](#), [Invision](#), [Omega](#), [Prestige](#), and [Pursuit](#).

For additional information, please visit our website at www.voxxelectronics.com.

About VOXX International Corporation:

VOXX International Corporation (NASDAQ: [VOXX](#)) 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 Corporation has 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®, Rosen Electronics, Audiovox®, Terk®, Acoustic Research®, Advent®, Code Alarm®, 808®, and Prestige®. International brands include Klipsch®, Jamo®, Energy®, Mirage®, Mac Audio®, Magnat®, Heco®, Schwaiger®, Oehlbach® and Incaar™.

For additional information, please visit our Web site at www.voxxintl.com.

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