



## News Release

# Car Connection 2.0 Brings OEM Style Telematics to the Aftermarket

*New safety and money saving services include Automatic Crash SOS, Emergency Services, Road-side Assistance, Stolen Vehicle Recovery, and expanded Insurance Discount Program.*

**HAUPPAUGE, NY AND LAS VEGAS, NV – JANUARY 5, 2015 – LVCC, CENTRAL HALL, BOOTH 10417** – [VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), is pleased to announced today the April 2015 launch of Car Connection 2.0, the next generation product that comes with new safety and money-saving subscription services that will work with all 3G Car Connection OBD II devices.

“Car Connection 2.0 is an upgrade of the original Car Connection that allowed consumers to monitor and manage driver and vehicle health. While Car Connection was about your vehicle, Car Connection 2.0 is about being there for you,” said Dan Murphy, VP of VOXX Electronics, Telematics Solutions. “Although in-vehicle safety services are common in today’s newest vehicles, there are literally millions of cars on the road that do not have such systems as standard equipment. Now, with the addition of Car Connection 2.0 everyone has the ability to enjoy OE-style safety benefits that include Automatic Crash SOS, Emergency Services, Road-side Assistance and Stolen Vehicle Recovery.”

- **Road-Side Assistance** service means you never have to worry about being on the open road alone. A dedicated Emergency Call Center running 24/7 will help you if you break-down, run out of gas, or get a flat tire...just about anything.

- **Automatic Crash SOS** will call our emergency response call center automatically when the vehicle detects that a severe crash has occurred. Trained COPC professionals will contact all the necessary local emergency services.

- **Stolen Vehicle Recovery** service can help locate your vehicle, share its location with the authorities and if needed, seek help from our emergency response teams.

- The **Emergency Services** feature also provides assistance for non-accident related emergencies that could happen to you or any of your passengers within the vehicle. Car Connection 2.0 will be able to assist if you have an emergency and need to contact a medical professional or provide directions to the nearest hospital and/or other emergency support needs.

Murphy concluded, “While safety is important, it is not the only benefit of Car Connection 2.0. Using this device can also reduce the cost of operating and owning a vehicle by providing access to the Car Connection **Insurance Discount Program**. With this Program, you could potentially save more than 15% thanks to the growing list of insurance partners we have aligned with.”

From our unique Driver Distraction text blocking service to Fuel and Vehicle Health reports, Remote Access, and other services, Car Connection 2.0 subscription service now connects you to your car both online and on your Smartphone.

Car Connection 2.0 will be available in April 2015 and requires the purchase of a Car Connection 3G OBD device available at major retail locations nationwide for a suggested MSRP of \$169.95.

For more information about Car Connection 2.0, please visit: [www.mycar-connection.com](http://www.mycar-connection.com).

The [Car Connection](#) 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, email us at [www.voxxelectronics.com/become-dealer](http://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 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](http://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](http://www.voxxintl.com).

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