



News Release

VOXX Electronics Announces Car Connection Bluetooth OBD Device

*New Affordable DIY OBD II Device Designed to work with New
Car Connection 2.0 Advanced Services*

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), announced today the spring 2015 launch of a new Do-it-Yourself (DIY), entry level Bluetooth OBD II device that allows smartphone users access to several Car Connection 2.0 safety and saving services via Bluetooth. The Car Connection Bluetooth OBD device will be available in April 2015 for an MSRP of \$99.95.

“This new Bluetooth OBD device is an affordable solution for consumers who want the safety and money saving features of 2.0, but who might not need the full suite of Car Connection 2.0 features,” said Dan Murphy, VP of VOXX Electronics, Telematics Solutions. “It will provide key “safety” services to protect both the young and the aging population of drivers. In addition, users can access our “money saving” services to lower annual insurance costs, a major household expense especially with young drivers.”

The “safety” services available with the Bluetooth device include Driver Distraction and Safety Zones that allow the restriction of texting and phone calls, provide the ability to set up safe driving zones, and set speed limit alert notifications. One of the newest additions to the suite of Car Connection 2.0 services and also available through this Bluetooth device is the “Emergency” service, providing consumers the ability to call an emergency response call center and receive professionally trained support for the emergency at hand.

The new device installs in minutes: simply plug it into the OBD port under the dashboard, activate your account on-line and you are ready to go. Car Connection requires a subscription service and the 2.0 version will launch in April starting at \$9.99 per month with no contract or activation fee required.

Car Connection is the first convenience and diagnostic tool that can help improve vehicle and driver performance and save money on insurance premiums. Car Connection 2.0 provides a unique insurance discount program that allows participating insurance carriers the opportunity to review your driving habits over a two week period; the insurance carrier will then send you a quote for a new insurance policy. Typically, an average consumer can save up to 15-20% on their annual policy, which could equate to hundreds of dollars of savings per year. You can also save on vehicle repair costs by gaining access to the Vehicle Health service report that gives you a heads-up on the condition of your vehicle,

so conversations with your service department are more meaningful. There is no more guessing on what the check engine light means.

For more information about the Car Connection Bluetooth OBD device please visit: www.mycar-connection.com.

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

For more information on becoming a VOXX Electronics Dealer in the US, email us at 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

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.

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