



News Release

Pursuit Launches Pursuit SVR-Nationwide Stolen Vehicle Recovery to Exclusive Car Dealer Line

24/7 Nationwide coverage will help owner find vehicle

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 launch of its Pursuit “SVR” Stolen Vehicle Recovery System that features a 24/7 vehicle recovery center staffed by Pursuit “SVR” professionals that will contact law enforcement and keep the owner aware of the status of recovery. The “SVR” system is part of the Company’s exclusive car dealer line of products and as such, requires professional installation. The product cost includes five years of the ‘SVR’ subscription service; with additional years of service available for purchase once the initial subscription expires.

“Stolen vehicles are still a huge issue in the United States. Many times it is not only the loss of the vehicle that is a key concern but what is in the vehicle that matters most,” said Dan Murphy, VP of Telematics Solutions, VOXX Electronics. “With many vehicles not equipped by the factory with stolen vehicle protection, the Pursuit “SVR” delivers a complete solution for the new and used car dealership, satisfying the consumer’s desire for the service and the car dealer’s desire to add profitable products to their line up.”

Activation of this service is simple; once the unit is installed, the user logs online to the Pursuit “SVR” website to set up and activate their personal account. If the vehicle is stolen, the service will activate and track it and the vehicle recovery center will inform law enforcement and the owner on the status of the recovery. The device comes with a built-in rechargeable battery in case power is lost or cut, allowing law enforcement to continue to track the vehicle in case a recovery event is in process.

Also included with the Pursuit “SVR” is a one-year subscription of Location Based Services (LBS) free of cost. LBS provide the user with capabilities to locate their vehicle at any given point and bread-crum maps of routes the vehicle has traveled. The user can sign-up for the one year of free LBS when initially setting up their stolen vehicle recovery account.

Pursuit “SVR” will be available in March 2015 and will only be available at local car dealerships.

The [Pursuit](#) 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.

VOXX International Contact:

Larissa Bertolotti
Phone: (631) 436-6408
Email: LBertolotti@voxxintl.com

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