



News Release

VOXX Electronics Reinvents Remote Start with CarLink

Now Available for all Cars in the Aftermarket

HAUPPAUGE, NEW YORK – AUGUST 8, 2016 --[VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), announced today CarLink, the future of remote start is now available for all cars in the aftermarket. When combined with a remote start system CarLink offers today's most advanced convenience and security solution allowing you access to your vehicle without the use of a transmitter. When paired with our powerful smartphone app, CarLink transforms your smartphone into a virtual transmitter, instantly giving you remote access to your vehicle and a direct connection to OE-style safety and convenience services.



“Remote start as we know it today has remained unchanged for over 20 years, providing users with a simple and convenient way to heat up or cool down their vehicles with the use of a transmitter. The introduction of CarLink has reinvented what remote start systems can now do by transforming your smartphone into a virtual transmitter. Never have to worry about being without access to your vehicle again. CarLink provides peace of mind by having a virtual transmitter within your smartphone at all times so that you and your car are always linked no matter where you are,” said Aron Demers, Senior Vice President, VOXX Electronics Corporation.

Once CarLinkBT, a Bluetooth module (ASCLBT) is installed with a compatible remote start and/or factory keyless entry the CarLinkBT Bluetooth Basic Service delivers access to the vehicle without the use of a transmitter. CarLinkBT communicates with our smartphone app to lock/unlock and start your vehicle (within Bluetooth range – approximately 75-100 feet). Users will also have access to the CarLink Insurance Discount Program for potential money saving insurance discounts with up to 19 different insurance carriers. For those interested in connecting even further, you can upgrade to CarLink Cellular (ASCL5) Basic Service to transform your smartphone into a virtual transmitter giving you remote access from virtually anywhere in the world where you have cellular coverage.

In-vehicle safety services are some of the most desirable features in today's newest vehicles. However, there are millions of cars on the road today that are not equipped with these OE-style features. Can your remote start respond if you were in an emergency? Can it call to dispatch emergency services with just one touch? Help get roadside assistance? Or locate your vehicle if stolen or lost? Upgrading to the CarLink Cellular (ASCL5) Premium Service provides users with today's most desired safety and convenience features at one low price. Access the additional suite of services included within the CarLink Cellular Premium Service directly from your smartphone app:

- **E-Call Service** – provides 24/7 access to make a one-touch call a dedicated Emergency Response call center in the event of an emergency.
- **Roadside Assistance** – provides users with a dedicated Emergency Call Center running 24/7 to assist you if you break-down, run out of gas, get a flat tire...just about anything.
- **Stolen Vehicle Assistance** – Helps to locate your vehicle, and share its location with the local authorities to assist in vehicle recovery.
- **Driver Safety** includes our unique driver distraction **Text Blocking** App to reduce texting and driving while vehicle is in motion, the ability to set (up to five) **Geo-Fences** sending alerts when a vehicle enters or exits pre-determined zones, and **Speed Alerts** sending a notification if the vehicle should exceed a predetermined speed threshold.
- **Location Services** – includes **On-Demand Vehicle Location** to notify you of real-time vehicle location, as well as access to **Trip Maps** to view the path vehicle has traveled when enabled.
- **Driver Scoring** – provides reports to help improve driving habits and assist in driver coaching.

The CarLinkBT module will now also be included with the Company’s recently introduced, new Prestige PROCORE remote start. Prestige PROCORE is a “one-module” solution allowing dealers to build any style of remote start by focusing on customized features based on what is most important to their customers – without stocking multiple complete kits.

The CarLinkBT Module (ASCLBT) is available now for an MSRP of \$69.99 with a one-time fee of \$7.99. No monthly or annual fees.

The CarLink Cellular Hardware (ASCL5) is required with either a Cellular Basic Service fee of \$59.99/year, or a Cellular Premium Service fee of \$119.99/year.

The Prestige PROCORE with CarLinkBT (APSFEBT) is available now for an MSRP of \$349.99

For more information about CarLink please visit: www.voxxelectronics.com

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’s Advanced Solutions Group is focused on developing new strategic partnerships in emerging growth categories in the fields of biometrics, imagery and vocal processing.

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](#). VOXX Electronics has strategic distribution relationships with [EyeLock](#), [Singtrix](#) and [SiriusXM](#).

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®, Audiovox®, Terk®, Acoustic Research®, Advent®, Code Alarm®, Car Connection®, 808®, AR for Her®, and Prestige®. International brands include Hirschmann Car Communication®, Klipsch®, Jamo®, Energy®, Mirage®, Mac Audio®, Magnat®, Heco®, Schwaiger®, Oehlbach® and Incaar™.

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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