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ASA Electronics® extends reach to West Coast through partnership

Pac-West Marketing becomes extended sales force for ASA

FOR IMMEDIATE RELEASE

ELKHART, IN. – ASA Electronics has partnered with Pac-West Marketing. They will act as an extended team of outside sales representatives for ASA Electronics’ marine audio brands, Marine Audio®, Polk Ultramarine® and JENSEN®.

“We are excited to bring the Pac-West team onboard to expand our reach to the Western half of the U.S. and Canada! Jess and his team bring a wealth of marine industry experience along with a highly respected reputation. Their relationships as well as their knowledge of this territory provide ASA with the best opportunity for success in the west,” Matt Wood, ASA Electronics Marine Industry Manger said.

Covering all of the Western United States north into Canada, Pac-West believes in a direct contact sales approach to further their partners’ brands.

“We are thrilled to have partnered with ASA Electronics, representing their top audio brands, throughout the Western United States and Canada. ASA Electronics is the market leader with name brands that include JENSEN, Marine Audio and Polk, designing and building product specifically for the marine market. Our clients appreciate products that are made for the rigors of boating. With the ASA team backing us up, we have unparalleled options in the marine industry to meet our clients’ needs. We feel that each brand offers potential with our circle of Retailers, Distributors and Boat Builders,” Jess Nelson, Pac-West Marketing Managing Partner said.

ASA Electronics® has been designing and manufacturing mobile electronic products for the Marine, RV, Agricultural, Construction, Van, Commercial, Bus and Limo industries since 1977. Their proprietary brands are JENSEN®, JENSEN Marine®, JENSEN Heavy Duty®, Marine Audio®, Voyager® and Advent®. ASA is also a distributor in specialty markets for SiruisXM® Satellite Radio and Polk Ultramarine® products. For more information, please visit ASAElectronics.com. For more information on Pac-West Marketing, visit Pac-West.net.