



PRESS RELEASE

For Immediate Release
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ASA Electronics Expands Marine Audio® Brand Offerings

Elkhart, Indiana (May 12, 2015) – After acquiring the Marine Audio® brand in May of 2012, ASA Electronics continued to manufacture the high-end marine grade cables and speakers that initially launched the brand’s success. Now, ASA is expanding the brand to include a well-diversified selection of premium marine quality stereo, speaker and accessory options.

When asked about the evolution of the brand, ASA’s Marine Industry Manager Matt Wood explained, “We first began to think about expanding the Marine Audio® brand in 2014. With Marine Audio’s long history of being regarded as a leading supplier of environmentally engineered marine products, we saw a significant opportunity to grow by increasing the product selection and utilizing a brand with 30+ years in the industry. Because of our excellent in-house marketing and engineering teams, we were able to quickly make the Marine Audio expansion a reality.”

To further elevate the brand, all Marine Audio source units will include advanced features such as app control technology available through a Bluetooth connection and free downloadable application for Android and iOS users. ASA is also developing a series of interchangeable speaker grilles to give customers more versatility without the added cost.

“We’re staying true to our core value of producing marine grade products made specifically for boating applications, and the market is responding well to the new Marine Audio image,” stated Wood. “With the support of a few leading and innovative customers, we’re anxious to continue developing Marine Audio® along with our JENSEN® Marine and Polk™ Ultramarine® product offerings to be the most complete supplier to our partners in the industry.”

About ASA

For over 35 years, ASA has been specifically designing, engineering and testing their products to be able to handle the rigorous conditions encountered in the marine, recreational vehicle, powersports, ag/construction, bus and commercial industries. ASA’s proprietary brands include JENSEN, JENSEN Marine, JENSEN Heavy Duty, Marine Audio, Voyager and Advent. ASA is a distributor for SiriusXM™ and Polk products in all of their specialty markets. ASA's products include high quality, feature-rich stereos, speakers, LCD TVs, observation systems, rooftop air conditioning units and other premium accessories built to the specifications of their respective industries. For further information about ASA Electronics, visit www.asaelectronics.com.