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ASA Electronics® hires Brad Summy to their Agricultural Division

FOR IMMEDIATE RELEASE

ELKHART, IN. – Keeping up with their ever growing customer base, ASA Electronics has expanded their Agricultural Division to include Brad Summy as their National Agricultural Account Manager. His major responsibilities will include promoting ASA Electronics' product lines to the heavy duty AG industry, as well as prospecting new business clients for any audio and observation system needs.



“Brad Summy is the perfect choice for this position as he has a degree in Agriculture as well as some 17 plus years of real world, front line experience as a Parts Manager for a large AG dealership as well as a major OEM Parts and Service Sales Manager. Brad is well connected in the AG industry and has a good knowledge of electronics. We are very excited to have Brad join our team,” Fred Roetker, ASA’s Heavy Duty Industry Manager said.

“I have seen the dealer level and the OEM level and now I am working from the supplier level. Knowing how all these levels interact will help me provide excellent customer service and business opportunities for my accounts. I also love getting to work with all kinds of agriculture markets. Having always been tied to one manufacturer, I now get to work with all of them, which is very exciting,” Summy explained.

Summy’s extensive, hands-on knowledge of the industry and the various purchasing levels will be a great asset to ASA Electronics during this growth period.

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 SiriusXM® Satellite Radio and Polk Ultramarine® products. For more information, please visit www.ASAElectronics.com.