



**Contact:** Jordan Lucas,  
Public Relations Specialist  
ASA Electronics  
Jlucas@ASAElectronics.com  
574.266.3193

## **ASA Electronics® Named Preferred Audio Supplier by Independent Boat Builders, Inc.**

FOR IMMEDIATE RELEASE

ELKHART, IN. – Independent Boat Builders, Inc (IBBI) has appointed ASA Electronics as a Preferred Audio Supplier for 2020, renewing an existing contract. ASA Electronics has been an IBBI supplier of choice since 2013, offering marine entertainment products under the JENSEN Marine®, Marine Audio®, Polk Ultramarine®, and Klipsch Marine® brands.

The IBBI has established a reputation of stability, integrity, and quality over the last 30 years, helping make them the largest cooperative partnership in the marine industry. The IBBI is made up of 18 independent boat builders, representing a total of 36 boat brands in North America.

“ASA Electronics has been a very good partner the past six years. They have a great lineup of products from entry level to higher end that makes them a very valuable option for our members,” said Tom Broy, president of the IBBI.

ASA Electronics engineers and tests all of our marine products to withstand the harsh elements associated with life on the water. At our on-site testing facility, we validate our products so they will stand up to salt spray, UV exposure, and everything in between. ASA’s engineering know-how is backed by personable and award-winning customer and technical service.

“We stand by our products and we talk to our customers to make our products better,” said Matt Wood, vice president of Marine Sales at ASA Electronics. “Our ongoing relationship with the IBBI and its members has been invaluable to us. It gives us the opportunity to listen and learn about the ways the industry is evolving and our products reflect that.”

ASA takes pride in providing products that are durable and reliable enough for our boat building customers while also embracing high-end features and technology that their end users have come to expect.

ASA Electronics® has been designing and manufacturing mobile electronic products for the Marine, RV, PowerSports, Agricultural, Construction, Commercial Vehicle, and Bus industries since 1977. Their proprietary brands are JENSEN®, JENSEN Marine®, JENSEN Heavy Duty®,



iN-Command<sup>®</sup>, Marine Audio<sup>®</sup>, Voyager<sup>®</sup> and ADVENT<sup>®</sup> Air. ASA is also a distributor in specialty markets for SiriusXM<sup>®</sup> Satellite Radio, Polk Ultramarine<sup>®</sup>, Klipsch<sup>®</sup>, and XKGLOW<sup>®</sup> products. For more information, please visit [www.ASAElectronics.com](http://www.ASAElectronics.com).