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## **JENSEN® Products to be Featured in Redesigned Forest River Fifth Wheel**

FOR IMMEDIATE RELEASE

ELKHART, IN. – ASA Electronics® has been chosen to supply Forest River with a full entertainment package for their Cedar Creek Silverback edition fifth wheel. The Cedar Creek Silverback has been completely redesigned, with two new floor plans coming in model year 2018. The entertainment system features JENSEN® TVs, the JENSEN® JSB2000 sound bar, and the brand new App Ready JENSEN® JWM70A wallmount stereo.



Forest River Cedar Creek Regional Sales Manager, Nick Schrock (left) and ASA Electronics RV OEM Account Manager, Jim Hess (right)

“It was really important to us, with this redesign, that we add more technology for our customers without overwhelming them,” said Regional Sales Manager, Nick Schrock. “JENSEN® gives us the advanced tech we want, and it’s incredibly easy to use! A big part of that is that you can control the whole package – the stereo, the TV, and even the sound bar – from one remote. It all works together as a system and it’s smart, it does the thinking for you.”

The JWM70A and JSB2000 can also be controlled using the free jControl App, turning any Android or iPhone into a wireless remote. ASA has designed the JENSEN® family of products to play well together, functioning as a unit. For example, the JWM70A wallmount stereo is equipped with jCOM, which means the stereo not only knows when you’ve inserted a DVD, but it tells the TV the input to switch to!

“Our customers don’t want to mess with changing inputs on their TV to watch a movie, just like they don’t want to mess with a bunch of remotes lying around. With jCOM, all they have to do is turn on the TV and it’s ready to go. It knows what to do,” Schrock said.

The JWM70A also offers Forest River customers the ability to independently control the volume of three speaker zones. This industry-first development ensures comfortable volume levels inside and outside of the trailer.



“We’re big believers in JENSEN® and ASA because we know their product is built for the RV. We know our dealers and their customers know JENSEN® and they know this brand is thinking of them and the things they want and need,” Schrock said.

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