



7/2/2020

Dear Valued DEI, LLC Customer:

Effective today, VOXX International Corporation has acquired Directed Electronics (DEI) and all associated Vehicle Security, Remote Start, and Telematics brands.

Voxx and DEI have been innovators since the early days of vehicle security and remote start products, with a pedigree of bringing new innovative products to the Mobile Electronic marketplace. We see great synergies between both our companies coming together under one roof.

The combined patent portfolio of both our companies will put us in an industry leading position to develop new products and services in the years to come.

DEI has always had a strong distribution network balanced between large National and Regional Chains, Independent Dealers and Distributors. Voxx is looking forward to continuing to service both new and existing customers for many years to come.

I know there are a lot of questions regarding this transition, and I will try to address as many points as possible below:

Shipping: From July 1st - July 8th we will be moving inventory from the DEI Vista, CA warehouse to our Nevada warehouse and from the DEI Memphis, TN warehouse to our Virginia warehouse.

We expect to be shipping from Nevada and Virginia on July 9th. All backorders, open orders, and RA's will be moved to the Voxx system once the DEI warehouses stop shipping on June 30th. We appreciate your patience and understanding during this transition.

Order processing: Brittany Wozniak from DEI will be joining the Voxx team as the primary DEI account coordinator.

She will be helping the Voxx Order team get up to speed on the DEI products and dealer programs. Brittany has a long history of supporting the DEI brands and its dealer base, and we are all looking forward to working with her.

Brittany will be on board July 1st working under Patty Ferrari who manages the Voxx Internal Sales team. If you are currently a Voxx customer, you can easily add your DEI items to any new Voxx purchase order and submit. However, the combined orders cannot be placed through the Directed Dealer site and will need to come through email or fax information noted below. Orders for both Voxx and DEI products will be processed on your current Voxx account.

Directed Electronics Order Desk

Phone: (800) 753-0600 (9:00am – 5:30pm PST)

Email: customerserviceadministration@directed.com - Sales Orders

Email: orders@directed.com - Sales Orders

RMA -

Email: returns@voxxintl.com

Returns address:

Voxx/Inmar Return Center
540 Northridge Park Drive
Rural Hall, NC. 27045

All open RMA's should be shipped to this address to avoid delays.

Voxx Order desk

Phone: (800) 645-7750 (9:00am – 5:30pm EST)

Email orders@voxxintl.com

Fax: 631-231-2948

RMA -

Email: returns@voxxintl.com

No changes in Canada, business as normal.

Websites: All DEI websites will be continuing as-is with no changes. However, we will be migrating www.directeddealers.com and www.directeddealers.ca to the Voxx system ERP system and that will take a few months for migration. For the time being the Dealer Direct websites will be operational with limited order entry and RMA functions. Not all the bells and whistles will be immediately available. Stay tuned.

Credit information: If you are not a current Voxx customer, we have all the pertinent information on your previous Directed account. We have established a new Voxx customer number with previously held credit lines and associated terms.

If you are a current Voxx customer, you will now be able to purchase product on your current Voxx account under current terms and assigned credit lines (we will be reviewing credit lines to insure that the line supports both business channels.)

Below is the contact information for members of the credit department:

Ronnie Boudreaux – AVP Credit – Ronnie.boudreaux@klipsch.com – 631-436-6256

Donna Mawn – Sr Credit Administrator – dmawn@voxxintl.com – 631-436-6358

Christine Guthlein – Sr Credit Administrator – cguthlein@voxxintl.com – 631-436-6461

Please note that you will continue making payments on your old account, and all new billings will be going on your newly created account; therefore, you will have two accounts until balances prior to June 30 are paid off.

Donna and Christine will assist with any questions that you may have regarding the invoices that have been billed on your account.

Remittance address will appear on your invoices and statements, and we ask that you update the address in your system to reflect the new address.

Sales Management: The DEI sales management team will be led by Al Fontane (VP of US Sales) and Alan Brice (VP of Canada Sales).

Voxx will also retain a few of the Directed Sales Managers; Dana Christensen (Western Canada); Patrick Virock (Minnesota market); and Michael Daily (Texas market).

The Voxx Retail RSM's will handle all retailers/distributors, and the Voxx Expediter RSM's will cover the new car dealer channel accordingly.

Both groups will work closely with both AI and Alan, respectively.

H. Barrios (VP Omega) will handle all LATAM business for both Omega and DEI brands.

Attached with this memo is all Voxx RSM's and pertinent Voxx contact information.

Geoff Weathersby and his team will continue to manage all Connected Car initiatives.

Joe Dentamaro (VP Voxx Security/Telematics/ADAS) and I will be managing the business side of the program.

Q3 Sales Program: Be on the lookout for the Q3 re-qualification program over the next few weeks while we confirm details and customer set-up.

Tech Support: No changes here; it is business as usual. We will be retaining most of the Directed Technical Service & Support Representatives to help with both over the phone and with in-field visits. All contact information remains the same.

If for any reason you need to contact me directly, please email me at ademers@voxxintl.com or call me directly at (714) 403-0207.

We look forward to servicing your account and bringing exciting products to the market while expanding in the traditions of the Voxx and Directed brands.

Sincerely,



Aron Demers
Senior Vice President
Voxx Electronics Corporation

Attachment