



For Immediate Release

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Kenwood Adds Seth Halstead as Eastern Regional Trainer

12-year industry expert will focus on sales strategy, installation expertise

(Image: <http://bit.ly/1DmQy01>)

LONG BEACH – April 1, 2015 (MEDIAWIRE) – Kenwood USA announced it has hired Seth Halstead to fulfill the duties of regional training manager for the company's car electronics division. The assignment provides Kenwood retailers, installers and other industry professionals in the eastern United States with a proven industry professional who will conduct in-store trainings and serve as a technical and sales resource.

Halstead's 12-year industry career includes sales, management and installation duties at the specialist retail level, working for Sound Advice in Ft. Lauderdale, Fla.; Ovation Audio/Video Solutions in Indianapolis, Ind.; and Audio Electronics, also in Indianapolis, as an MECP-certified professional. He most recently served as sales associate for Florida-based distributor Dow Electronics before joining Kenwood.

"Seth possesses a wide array of industry experience, which makes him perfect for this position," said Tony Mercado, marketing manager for Kenwood USA. "Sales and installation expertise coupled with retail and distribution backgrounds gives him the ability to relate to retailers and installers and provide not only in-depth product knowledge, but sales strategy as well."

In his new position, Halstead will work closely with eastern U.S. retailers to develop sell-through strategy and installation expertise for the company's 2015 product line. He will also attend local distributor events to teach emerging technologies such as Android Auto™ and Apple CarPlay™ included in the company's soon-to-ship DDX-9902S multimedia receiver.

"Since my days of competing in dB drag racing events, car audio and 12-volt overall have been my passion," said Halstead. "I look forward to continuing my career with such a forward-looking company and supporting retailers, reps and distributors in maximizing their sales opportunities with the Kenwood brand."

Halstead can be reached at shalstead@us.jvckenwood.com. For more information on Kenwood products and events, please visit www.kenwood.com/usa.

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