



**For Immediate Release**

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**Kenwood Promotes Rob Sutton to Director of Sales**

*Corporate sales professional to lead brand's domestic efforts*

Image: [http://sdgroup.la/RobSutton\\_Meenan\\_Davis.jpg](http://sdgroup.la/RobSutton_Meenan_Davis.jpg)

Caption: Rob Sutton (center) with Sales Manager Eastern Regional Ed Meenan (left) and Greg Davis, Senior Sales Manager, Midwest Region.

**LONG BEACH – May 19, 2015 (MEDIAWIRE)** – Kenwood USA, manufacturer of premier entertainment and information solutions for the automotive aftermarket, announced that Robert Sutton has been named Director of Sales for the Car Electronics division, a promotion from Western Region Manager. The appointment strengthens Kenwood's national sales leadership with more than 25 years of industry experience.

Sutton will be responsible for developing and implementing retail-beneficial sales programs, as well as managing the company's network of regional managers and independent sales representative firms. He will also provide strategic input on initiatives to drive the brand's product development and marketing strategy.

Sutton's career path spans more than two decades, starting in retail and working with several prominent manufacturers before joining JVCKenwood (then Kenwood) in 2007. His experience includes retail, wholesale and international sales, retail buying, merchandising product management and sales management. In the past eight years, he has managed Kenwood's highest-volume region while establishing strong relationships with many retail professionals.

"Rob has done a masterful job working as Western Region Manager for the last eight years and is well suited to take on this new role," said Dave Hoag, executive vice president, car electronics. "In today's hyper competitive market, strategic planning, execution and relationship building are fundamental requirements of success. The Kenwood team has always excelled in these areas and, without a doubt, Rob will take it to the next level."

Sutton can be reached at [rsutton@us.jvckenwood.com](mailto:rsutton@us.jvckenwood.com). For more information on Kenwood products and events, please visit [www.kenwood.com/usa](http://www.kenwood.com/usa).

**About JVCKENWOOD USA Corporation**

JVCKENWOOD USA Corporation is a wholly-owned subsidiary of JVCKENWOOD Corporation and is a leading developer of imaging, home and car entertainment, and navigation products for the consumer market, two-way radio communications systems for public safety, private industry and amateur users, and video equipment for the broadcast and professional markets. For detailed information, call JVCKENWOOD USA at 1-800-950-5005 or visit us at <http://us.jvckenwood.com>, [www.kenwood.com/usa](http://www.kenwood.com/usa) and [www.jvc.com](http://www.jvc.com).

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