



**For Immediate Release**

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**JVC Mobile Bolsters Reseller Support With New Training Manager**  
*Adam Ortiz to provide custom instruction for U.S. retailers and distributors*

**LONG BEACH, CALIF. – October 20, 2015 (MEDIAWIRE)** – JVC Mobile, worldwide provider of audio/visual entertainment products for the vehicle, announced it has hired Adam Ortiz to assume the position of training manager. With almost 15 years of industry experience, Ortiz will strengthen the company's staff of nationwide instructors and keep dealers and distributors up to date on the brand's latest products, features and programs.

Ortiz moves to JVC Mobile from sister company Kenwood, where he gained extensive experience working with retailers and installers across the United States to offer training and product support. In addition, he provided in-depth technical and sales instruction to West Coast retailers through the company's support department, and built show vehicles for major trade shows. Prior to Kenwood, Ortiz performed sales and installation duties for two major car audio retail chains. In his new position, Ortiz will leverage his experience to proactively train national accounts in key regions around the country.

"It's always great when you can get an industry professional who has seen time at the retail level to take on a training position," said Hazim Jainoor, marketing and training manager for JVC Mobile. "In addition to understanding our products and being able to explain features and benefits, he can also relate to the day-to-day issues of retailers, salespeople and installers and deliver product knowledge and advice in a real-world fashion. Adam has successfully demonstrated that ability and rapport throughout his career."

Ortiz will be based in Colorado, and can be reached at [aortiz@us.jvckenwood.com](mailto:aortiz@us.jvckenwood.com).

**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).

*Image:*

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