



For Immediate Release
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KENWOOD to Support Specialists in 2016 With X Rewards Promotion

Exclusive specialty retail program also rewards sales staff for selling SiriusXM-Ready multimedia head units

LONG BEACH, CALIF. – May 9, 2016 (MEDIAWIRE) – Kenwood USA announced the kickoff of the eXcelon X Rewards promotion for 2016. The program, which runs from May 1 to July 30 and is open to eligible KENWOOD eXcelon specialty retail outlets, incentivizes sales staff to sell select KENWOOD products to earn points toward electronic gear and prizes.

A total of 40 SKUs qualify for the eXcelon X Rewards program, consisting of head units, amplifiers, speakers and subwoofers. All new-for-2016 CD and multimedia receivers are part of the promotion, including the Apple CarPlay™ and Android Auto™-equipped DNX893S and DDX9903S, and the smartphone friendly, single-DIN KDC-X998.

The company will also work with SiriusXM, combining the "2 Ways to Save" promotion with eXcelon X Rewards. Staff members receive additional points when selling a SiriusXM SXV200 or SXV300 Connect Vehicle Tuner with one of 14 qualifying eXcelon SiriusXM-Ready head units. In addition, consumers will receive a tuner rebate and a three-month subscription to SiriusXM's "All Access Package."

The SiriusXM "All Access" package gives listeners access to SiriusXM in the vehicle, including Howard Stern, every NFL, MLB®, and NBA game, every NASCAR® race, plus NHL® games and PGA TOUR® coverage, as well as access outside the vehicle to listen to SiriusXM on smartphones and other connected devices, as well as online at siriusxm.com.

The eXcelon X Rewards are part of KENWOOD's ongoing efforts to provide specialist retailers with topline products that maintain profitable margins through highly selective distribution.

"We want our retailers to know that our dedication to specialist retailers has never been stronger," said Rob Sutton, director of sales for KENWOOD. "The X Rewards program, as well as our sales incentive trips, recognize retailers and their staff members who value the relationship as much as we do."

Qualifying retailers can register for eXcelon X Rewards, log points and redeem prizes at www.kenwoodxrewards.com.

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Image: mwire.co/KWXRewards16.jpg

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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 and www.jvc.com.

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