



**For Immediate Release**

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## **SounDigital Partners with Southwest Sales and Marketing**

*Distinguished rep firm to service four-state territory*

**DAVIE, FLA., September 4, 2018 (MEDIAWIRE)** – SounDigital USA announced that Southwest Sales and Marketing will represent its brand and product lines in Texas, Oklahoma, Louisiana and Arkansas. Southwest Sales and Marketing's principal and majority owner is Scott Ringo, a 35-year industry veteran with a strong background in product sales and distribution. The new partnership gives SounDigital a solid, trusted advocate in the territory with more than 120 years of combined industry experience among the firm's four sales representatives.

In addition to Ringo, the four-state territory will be serviced by Southwest Vice President Tommy McClure, along with regional sales managers Bill Ivey and David Lynch.

"Unlike a lot of rep companies that carry a ton of lines, we are very selective because we want to be able to present everything to our retailers," said Ringo. "We chose SounDigital because of the popularity of the company's amplifiers among motorcycle and powersports retailers; plus, our in-house tests show the amplifiers deliver 100 percent of their rated power at an affordable cost. It's an exciting line and we are excited to represent it."

Southwest takes on the line following SounDigital's strong showing at the KnowledgeFest trade show and education conference, held August 17-19 in Dallas. More than 1,000 retail professionals attended the show and had the opportunity to experience SounDigital's three amplifier lines on the show floor as well as get detailed specs and sales strategy tips in the brand's exclusive training session. SounDigital will attend the Specialty Equipment Market Association (SEMA) show in Las Vegas, October 30-November 2, and join the next KnowledgeFest show in Long Beach, Calif., February 23-25, 2019.

"It's our continuing goal to expand our U.S. footprint and we are doing it by working with the right partners," said Diogo Ianaconi, CEO of SounDigital USA. "Scott has owned businesses and sold products in this industry for years, so we know he can relate to dealers' needs. We are very happy to have him and his team on board to help grow our retail base and support our dealers."

Southwest Sales and Marketing can be reached at (214) 212-9049, or email Scott Ringo directly at [sringo.swsm@gmail.com](mailto:sringo.swsm@gmail.com). For more information on SounDigital or to become an authorized SounDigital retailer call (786) 600-1056 or email [info@soundigitalusa.com](mailto:info@soundigitalusa.com).

*Images:*

[Southwest Sales Logo](#)

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