



For Immediate Release

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Aron Demers to Keynote State of the Industry at MasterTech Expo

Accomplished VOXX executive to discuss long-term category outlook and OEM impact

TEMPE, ARIZ., January 13, 2023 (MEDIAWIRE)— The second annual MasterTech Expo will welcome Aron Demers to the stage for the State of the Industry interview and discussion, hosted by MasterTech Expo Founder Bryan Schmitt. Demers is a 32-year participant of the automotive electronics industry and serves as Vice President, Automotive Aftermarket Business for VOXX International. The interview and discussion will take place during the final day of MasterTech Expo, held Mach 5-8, 2023 at the Mesa Convention Center in Mesa, Ariz.

This year, the State of the Industry gathering will focus on future challenges of the automotive electronics industry and the impact of OEM innovations and collaborations on aftermarket products and system access. Of particular note is the topic of subscription-based, in-vehicle amenities.

“I am honored to be asked to share my knowledge and insight to speak at the 2023 MasterTech Expo,” said Demers. “The OEM and aftermarket have been tied together since the first consumer bought tires from a retailer that was not the car dealership. Since being involved in the Mobile Electronics industry for the last 32 years, I have seen the aftermarket consistently pivot to address new opportunities and deliver consumers enhanced in-car experiences. And today, with profits and technologies driving both the OEM and aftermarket, we need more than ever to be nimble enough to capitalize on every opportunity possible.”

“We are thrilled that Aron accepted our invitation to empower our guests with his knowledge and experience,” added Schmitt. “It is our hope that attendees will leave with a broader insight of the larger automotive community, and renewed enthusiasm to meet the challenges ahead.”

To attend the MasterTech Expo, sign up at mastertechexpo.com.

Image: mwi.re/MS-Demers

About Mobile Solutions

Mobile Solutions USA is an innovation-driven company creating tools and delivering training that enable custom automotive electronics, audio and interior installations progress with a level of efficiency not often achieved in the aftermarket automotive business. With the patented Smart Templates™ brand of design tools and many other innovations, Mobile Solutions USA serves the aftermarket automotive technician, fabricator and retail store community through direct sales and distributors around the globe. For more information visit mobilesolutions-usa.com.

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