



For Immediate Release

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Sound FX Acquires Get Frogged Customs to Enhance its Dealership Services

Purchase gives the company expanded market share, improved efficiencies

LEWES, DEL., January 1, 2021 (MEDIAWIRE) – Sound FX Automotive, premier provider of vehicle upfit and automotive aftermarket products and services, announced it has acquired Get Frogged Customs, a vehicle customization sales and service center in Millsboro. The acquisition allows Sound FX to grow its dealership services division and expand its market share throughout the Delmarva Peninsula.

As part of the acquisition, Sound FX will continue to service existing Get Frogged Customs clients and dealerships under the Sound FX brand. The assets of Get Frogged Customs will transfer to the Sound FX facilities in Lewes and Bridgeville, Del., and its associates will be welcomed into the Sound FX family.

Founded in 1992, Sound FX has grown from an aftermarket mobile electronics retailer to two full-service vehicle personalization facilities employing more than 45 dedicated staff members. The company targets customer and client needs with divisions that specialize in dealership fulfillment, commercial upfitting, law enforcement support, vehicle styling through its TomKat GraFX brand, and premium vehicle customization through its Mosaic brand.

Started by the Preston Automotive Group, Get Frogged Customs opened in 2017 and quickly tapped into the demand for vehicle personalization in Millsboro and surrounding communities. Focusing on the dealership group's customers as well as local consumers, its offerings included car electronics, style enhancement, commercial utility and performance products. With the acquisition, the Get Frogged Customs facility will be renovated and reincorporated into the dealership group as Millsboro Jeep.

"We are extremely pleased to complete the acquisition," said Brian Layton, president of Sound FX. "Like Sound FX, Get Frogged Customs was built on the idea that vehicle owners can experience a complete driving experience through personalization. We anticipate a smooth integration as both companies offer similar services throughout the area, and we are happy to keep their staff of four hardworking individuals employed, especially during these uncertain times. The goal of myself and our team is to build on the success the company generated and welcome its customers into the Sound FX family."

"I am excited about the Get Frogged Customs merger with Sound FX," said David Wilson Jr., president and CEO of Preston Automotive Group. "With two convenient locations in Bridgeville and Lewes, Brian Layton and his team can serve our Preston Automotive Group customers. I have always been impressed with Sound FX's commitment to superior customer service and follow up. Under Brian's leadership, I know our customers will receive great service and selection."

Image: Brian Layton, president of Sound FX – <https://mwi.re/SFXLayton>



About Sound FX

Founded in 1992, Sound FX has provided Delaware and the Delmarva Eastern Shore area with years of courteous service and top-quality products. The company takes pride in the ability to design and install great-sounding and easy-to-use systems for its clients. Voted Best of Delaware by the readers of *Delaware Today* magazine, and most recently Retailer of the Year by *Mobile Electronics* magazine, Sound FX's success derives from great relationships with its clients and industry. For more information, call (800) 454-AUDIO or visit sound-fx.net.

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