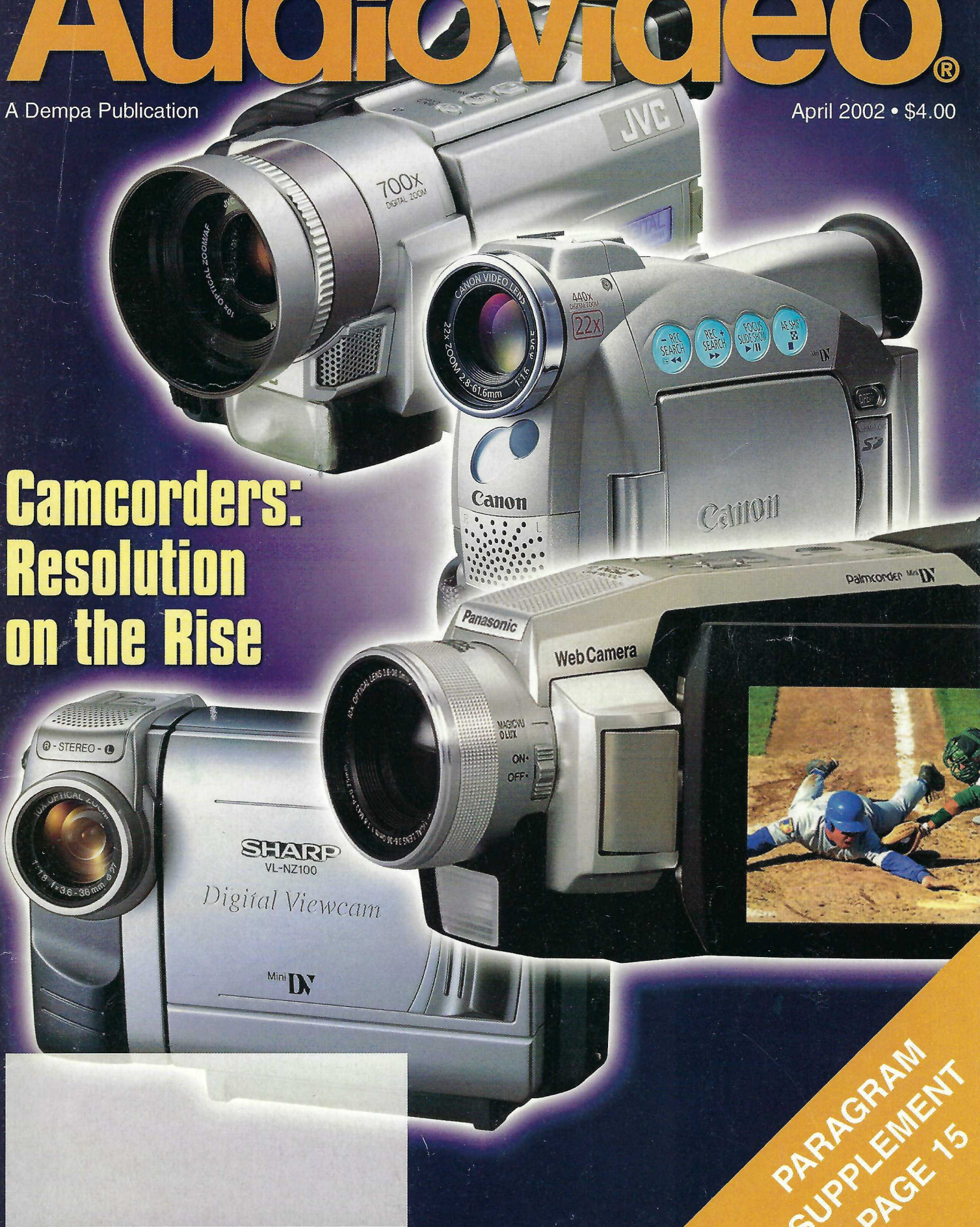


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SPRING BREAK! DAYTONA REPORT

The 2002 Spring Break event, held in Daytona Beach, FL, yielded an impressive turnout, indicating that there is a high level of excitement surrounding the 12-volt product category. Event organizer Paul Papadeas indicated that attendance was up significantly, and estimated that the weekend draw “had to have been 30,000 people.

“We had several new exhibitors this year, and the floor [of the Ocean Center] was packed,” Papadeas reported. There were several events held within the overall show framework, including import “tuner” shows, a bikini contest, live music, and an SPL competition. There was also an Installer Challenge, where groups of expert technicians teamed up to install like systems in identical vehicles within a finite time period. Papadeas also credits the event’s title sponsor, Sirius Satellite Radio, for helping to generate excitement amongst both the exhibitors and the show attendees. In addition to sending live feeds of their programming into manufacturer’s booths, Sirius also proudly displayed the race car that it currently sponsors on the NASCAR circuit.

“It seems like the third weekend in March has become ‘autosound’ and ‘tuner’ weekend in Daytona Beach,” commented Andy Oxenhorn, president of JL Audio. “The place was

packed with people interested in making a statement with their vehicles,” he added. JL Audio, like several other manufacturers, had two booths at the event: One inside the Ocean Center, and another in an outdoor setting where the import “tuner bash” was held. “The Installer Challenge was very well organized by Select Distributors and the two teams (Sound Advice and Audio Excellence) did amazing work in a very short period of time,” said Oxenhorn. “They certainly took the whole event to a new level!”

“Attendance was up over the past several years,” agreed Tony Gillard, marketing manager for Phoenix Gold. “The excitement level was very high, and we had tremendous foot traffic in our booth,” he added. “The mix of activities was great at this year’s show, and although it was a good idea to add the ‘tuner’ events, it seemed to me that the crowds gathered at the no-charge tuner bash were not as purposeful as those who had

paid admission to the Ocean Center. Gillard noted that based on the long lines to get into the Ocean Center; there were many people there to see audio. “The Spring Break event certainly made a strong comeback this year,” Gillard noted.

A new participant at this year’s Spring Break festivities was ebay, the Internet auction site. “Our goal was to get the word out that consumers can get a great deal on a wide spectrum of car audio products on ebay,” explained Gary Calega, general manager of the site’s consumer electronics division. “Car audio is an \$80 million business on ebay,” he added. Currently, there are 42.6 million registered ebay users. The site promotes its consumer electronics business by attending industry events such as Spring Break and the CES in Las Vegas.

Panasonic had a sizable booth inside the confines of the Ocean Center, and national marketing manager Rob Lopez was thrilled with the turnout. “Each year, this event gets bigger and more refined, adding value for the manufacturers and the show attendees,” he explained. Panasonic used the event in Daytona Beach to launch a new ad campaign featuring artwork by well known illustrator Coop, and poster-sized replicas of the ad were handed out as a promotional item. The new campaign is part of a product introduction called the Ghost CD receiver, which uses a new security technology that hides itself when not in use.



THE OCEAN CENTER, DAYTONA BEACH