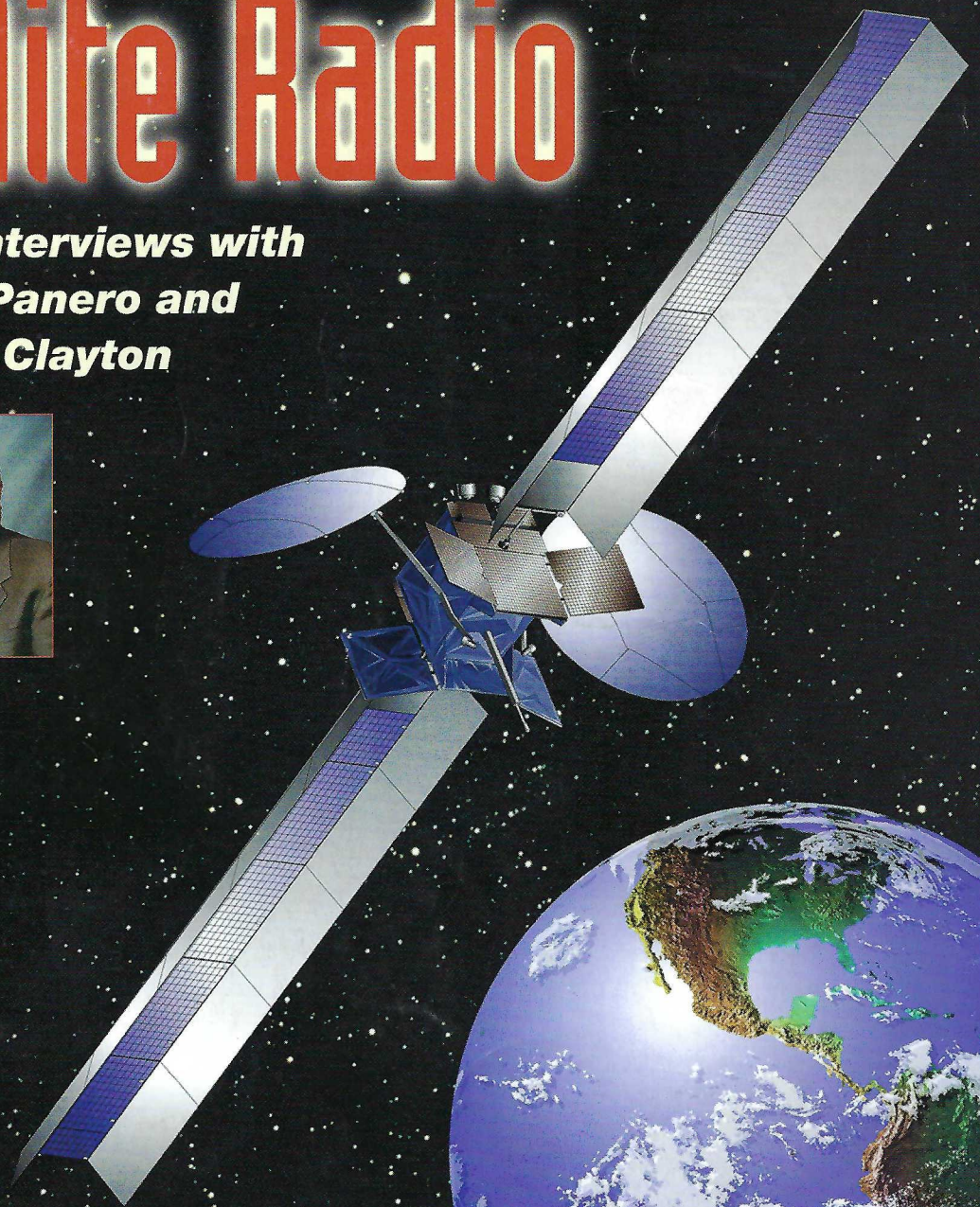


# AUTO Electronics

## Satellite Radio

**Face-to-Face Interviews with  
XM CEO Hugh Panero and  
Sirius CEO Joe Clayton**



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# An Intrepid Show

*Warehouse Distributors Books the USS Intrepid for NYC 12-volt Expo*

By Micah Sheveloff  
Editorial Advisor

**W**ith the economy and travel safety on the minds of everyone during these unpredictable times, a New York area distributor has endeavored to bring a new product showcase to the area, providing critical new product exposure to many dealers and installers who were unable to attend the 2003 CES show held in Las Vegas.

"We felt that it was up to us to get the word out to dealers about new models, programs and to create some excitement," explained Jeff Malmud, VP of marketing

Historic war planes grace the deck of the *USS Intrepid*.

for Warehouse Distributors, a five-year-old company that has grown to be one of the largest in the region.

Malmud felt that retailers from this area had all attended too many "manufacturer's hotel ballroom events," so he set out to create a new benchmark by doing

something truly special; The 2003 Warehouse Distributors product launch was held on board *The Intrepid*, a privately owned retired U.S. aircraft carrier that has been turned into a museum. Docked on the west side of Manhattan with vintage planes poised on the flight deck, Malmud had his vendors set up booths in Technology Hall, a section of the ship's interior roughly the size of a football field. Several manufacturers also brought demo vehicles that were parked along side the ship for the April 3 show.

"We arranged with our printer to have the new Warehouse Distributors line catalog delivered to the event," added Malmud, who was beaming at the turnout of slightly over 2,000 attendees to the product launch. Food and drink was provided, including kosher foods, vegetarian selections, Middle Eastern dishes, and traditional sandwiches. "New York is a multi-cultural city, and there was something to eat for everyone," said Malmud. "It was four months of work for five hours of glory," he added.

Warehouse Distributors almost doubled its total business last year, and Malmud believes an event such as this goes a long way toward reinforcing his company's brand image in a very competitive marketplace. Warehouse Distributors carries many popular electronics lines, such as Panasonic, Sony, Clarion, JVC, Kenwood,



More than 2,000 people attended the Warehouse Distributors trade show.



Delphi and Audiovox. Additionally, they offer security products, accessories, batteries, antennas, and video products. Warehouse Distributors runs five delivery trucks and five outside salespeople within a company of 25 total employees located in Queens.

During a difficult economy, many retailers will rely on a local distributor for critical inventory, keeping their own stock levels low and relieving some of the constant strain on cash flow. Direct orders from the manufacturer that qualify for free freight are often thousands of dollars, so regional distributors have found a niche providing just-in-time inventory and carrying an array of useful accessories. Many accounts also send someone to pick up products, often with the customer's car waiting in the installation bay.

"We have seen the industry from the perspective of the retailer, a manufacturer's rep, and a wholesaler," said Malmud, referring to his past employment situations. "We are able to look at things from all three angles and make the best decisions for our customers."



Infiniti and Sony brought show cars to the event.

The event brought praise from seasoned pros.

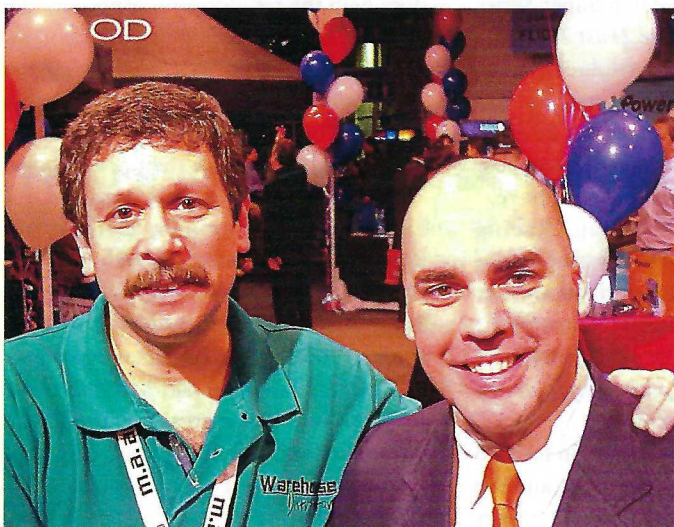
"I thought they (Warehouse Distributors) did a great job of getting back to basics, putting themselves in front of their dealers and giving them strong product messages and creating a high level of excitement," said Panasonic's Rob Lopez. "By having the event at such a fun location, they increased attendance and equipped the dealers with the tools they need to successfully promote the products that they represent," added Lopez.

The Wholesale Distributors new product launch provided both manufacturers and

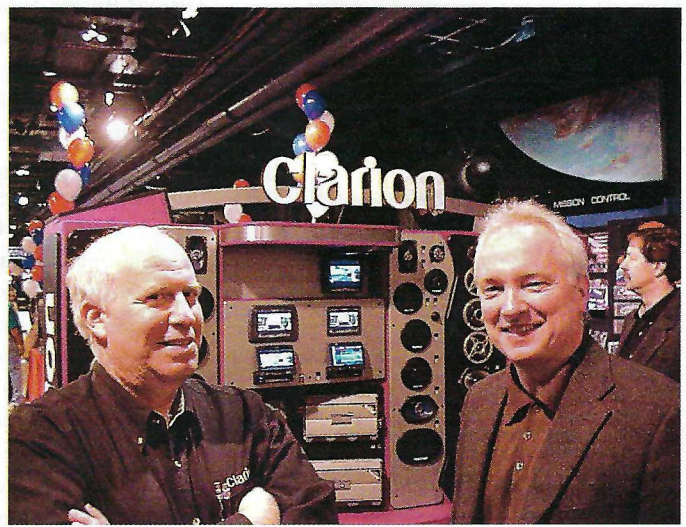
regional dealers with valuable face to face time, an often overlooked critical component of successful business in any industry. The ability to create excitement and a sense of community amongst dealers and manufacturers while providing new product data made the event a success and a model for future promotions in any region.

**AU**

*SAD NOTE: Anthony M. Fisher, a real estate developer from New York and owner of the Intrepid was killed the following day in a small plane accident.*



Warehouse Distributors Jeff Malmud (left) and Panasonic's Rob Lopez pause at the show.



Clarion's Frank Pierce (left) and Tony Verheggen talk outside the Clarion booth.