



**For Immediate Release**

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## **Aggie Alum, College Station Business Owner Voted America's #1 Car Stereo Installation Technician and Fabricator**

*Car audio retailer also given runner-up honors for Retailer of the Year by Mobile Electronics magazine*

**COLLEGE STATION, TX — August 28, 2017 (MEDIAWIRE)** — Mobile Toys Inc., College Station's premier automotive electronics sales and installation center, features quite a few trophies in its showroom. Most of them were won in competitions that highlighted sound quality or installation style. But a place is being prepared for the store chain's most prestigious award. The trophy reads Installer of the Year, and the name inscribed below the award title is College Station's own Chris Pate, who is also co-owner of Mobile Toys.

"I specialize in fulfilling dreams," said Pate of his vehicle installation and fabrication profession. Pate worked his way through college as car stereo installer, graduating from Texas A&M in 1999 with a bachelor's degree in Architecture. After college, he worked at Audio Video, a home and car electronics retailer in College Station, to manage its installation facilities. In 2006 helped the company split off its car electronics business into Mobile Toys, and in 2009 purchased Mobile Toys with business partner Lou Le.

Pate maintains Mobile Electronics Certified Professional (MECP) membership, and in addition to running and working at Mobile Toys, travels to other states and countries to train other technicians and fabricators. Many of the vehicles he's completed are heavily viewed on YouTube.

Installer of the Year is the pinnacle of annual awards given out by *Mobile Electronics* magazine, a print publication that has served to inform and educate business owners, sales professionals, installation technicians and system fabricators nationwide for more than 30 years. The magazine and its website cater to owners and staff of retail locations that sell and install car audio, vehicle safety, and driver assistance products. Held in August each year during an industry education show in Dallas, the *Mobile Electronics* Industry Awards is a celebration of stores and individuals that best represent the industry through skill, knowledge and professionalism.

"'Installer of the Year' encompasses so much more than the simple name implies," said Solomon Daniels, editor-in-chief of *Mobile Electronics* magazine and presiding judge of the Industry Awards. "In addition to having extraordinary installation and fabrication skill, the person must be a leader and willing teacher to other professionals who seek to improve. Candidates endure a rigorous three-month narrowing process that involves self-promotion, attaining the approval of industry peers and submitting to a final selection process by a mixed panel of magazine staff and industry judges. Based on his entry as well as his body of work throughout the year, Chris Pate is a well-deserving recipient of the Installer of the Year honor."

In addition to Chris Pate's singular recognition, the store was selected as runner-up for Retailer of the Year in the multi-location category. Mobile Toys' additional location serves the nearby community of Bryan.

With the slogan "Dream a Better Drive," Mobile Toys has been a College Station institution since 2009, providing expert service and an enhanced driving experience to locals as well as visitors who bring their

vehicles from other states based on the business' reputation. Customers range from those who want a better-sounding audio system or more robust security, to those who want the latest safety and convenience features found on newer vehicles, and those who want to totally transform their car or truck into something that pushes the boundaries of style and luxury.

"Last year, I received the runner-up award for Installer of the Year, which is an honor in its own right," said Pate. "But just like the drive I bring to work every day to take care of our customers, a drive that is instilled into the culture of our business, I wanted to be the best. From that day last August, I set out on a mission to show the mobile electronics industry that this facility in College Station houses a person who would be an inspiring example to other professionals through leadership, skill, expertise and the ability to both teach peers and learn from them. I am honored to say, with the help from my team and the support of my wife, Samantha, and my family, we've brought our industry's biggest honor home to the city where we live and work."

For more information or to request an interview or store tour, please contact Samantha Pate at (281) 323-9784. You may also visit the Mobile Toys website at [mobiletoysinc.com](http://mobiletoysinc.com).

Image: [Chris Pate with Installer of the Year award](#)

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