



For Immediate Release
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KENWOOD Joins Elite Distributor Alliance

Partnership will expand sales footprint and support KENWOOD retailers in distribution channel

LONG BEACH, CALIF., September 11, 2017 (MEDIAWIRE) – KENWOOD USA announced it has joined the Elite Distributor Alliance (EDA). Formed in 2015, the EDA is a member-owned LLC focused on bringing more order and predictability to the business of two-step distribution in the mobile electronics and related product categories. The new relationship combines the brand strength of KENWOOD with a nationwide team of premium distributors committed to delivering value, consistency and legitimacy to its vendor partners and retail customers.

“Our driving focus has always been, and remains, a direct relationship with our retail partners, particularly the independent mobile specialist,” said KENWOOD Executive Vice President Dave Hoag. “To that end we have recently engaged in a restructuring of our distributor network to better service the market while avoiding brand-erosion pitfalls associated with over-utilization. The EDA philosophy parallels very closely with our brand direction, and we look forward to a healthy and responsible partnership.”

The Elite Distributor Alliance brings KENWOOD increased focus within the country's most legitimate distributors, as well as stronger ties to 12-volt specialty retailers who buy primarily through distribution. Its membership consists of 11 premium mobile electronics distributors throughout the U.S. that support thousands of car audio retail locations.

“We are very proud to partner with KENWOOD and applaud their commitment to organization and predictability,” said EDA President Josh Eatherly. “Our 11 distribution members have worked tirelessly planning for this business opportunity. They are prepared to be an extension of the KENWOOD brand as we deliver these great products to retailers who embrace technology, installation excellence and quality customer service.”

Visit the EDA’s website at elitedistributoralliance.com. For more information, contact Tony Mercado at tmercado@us.jvckenwood.com.

Image:

[KENWOOD and EDA Logos](#)

About JVCKENWOOD USA Corporation

JVCKENWOOD USA Corporation is a wholly-owned subsidiary of JVCKENWOOD Corporation and is a leading developer of imaging, home and car entertainment, and navigation products for the consumer market, two-way radio communications systems for public safety, private industry and amateur users, and video equipment for the broadcast and professional markets. For detailed information, call JVCKENWOOD USA at 1-800-950-5005 or visit us at <http://us.jvckenwood.com>, www.kenwood.com/usa and www.jvc.com.

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