



For Immediate Release

Press Contact: Walter Detlefsen

(909) 375-0631

walt@linkswellinc.com

Linkswell Plans “Listening Tour” at Upcoming NADA Show

Safety products company will query dealers about consumers' aftermarket technology desires

RANCHO CUCAMONGA, CALIF., March 8, 2018 (MEDIAWIRE) – Linkswell Automotive, maker of integrated visual and tactile safety solutions for the automotive aftermarket, will exhibit at the annual National Automobile Dealers Association (NADA) trade show, March 22-25 at the Las Vegas Convention Center. The company expects to improve brand awareness among dealerships and expeditors for its safety products but will also perform informal market analysis by querying booth visitors to gauge the types of products and features that car buyers ask of dealerships. Linkswell plans to use the feedback to deliver a more impactful product line.

"Because the auto industry is changing so quickly, we need to be proactive in our efforts to gather information that helps our product and service roadmap evolve," said Walt Detlefsen, national sales manager for Linkswell. "While other safety products brands are limited to the products built by their suppliers, we have the capability to engineer, develop and deploy products from our own facilities. So we're going to leverage our opportunity by getting input from the most relevant source, all in one place."

Linkswell travels to Las Vegas after a vibrant showing at the Mobile Electronics Association's KnowledgeFest education seminar and trade show, held in Long Beach, Calif., February 22-25. KnowledgeFest caters to retail professionals, technicians and custom fabricators who want to improve skill and business practices through networking, instruction and one-on-one demonstrations with vendors.

At NADA, Linkswell will feature its popular T-Style vehicle-specific multimedia centers, which replace the radio and climate controls in select vehicles with an immersive, full-size touch screen experience. Linkswell will also show its proven line of camera interfaces which expand a factory-installed, single camera to a multi-camera system. The company will also display a selection of standalone safety cameras with built-in DVR capability and external monitor connections.

Attendees can visit Linkswell at Booth No. 2246C in the Central Hall. For more information on Linkswell products, view Linkswell's profile on the NADA website at bit.ly/Linkswell2246C. You can also visit the Linkswell website at linkswellinc.com.

Image: [Linkswell at NADA](#)

About Linkswell

Backed by more than 25 years of automotive electronics engineering, Linkswell delivers in-vehicle safety, entertainment and integration products that feel and function like factory-installed components. Our goal is to enhance the driving experience with seamless solutions that add to the existing complement of driver features. Linkswell is a subsidiary of Sintegrate, a worldwide manufacturer of OEM Integration components with facilities in China, Europe and the U.S. Sintegrate engineers, develops and builds products in-house with a dedicated team of data bus hardware and software personnel. Linkswell's

offices and shipping origin are headquartered in Rancho Cucamonga, California. Contact us at (909) 375-0633 or info@linkswellinc.com.

#