



For Immediate Release
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SounDigital Partners With 12 Volt Marketing Group

Service-first rep firm to manage brands in Northern New Jersey and metro New York

DAVIE, FLA., November 21, 2018 (MEDIAWIRE) – SounDigital USA announced it has reached an agreement with 12 Volt Marketing group to represent the SounDigital and Ground Zero brands in northern New Jersey. In addition, it will represent Ground Zero in the metro New York area. Founded by principal Frankie Mark in 2013, the exclusive car audio sales rep firm will build a stronger dealer network for SounDigital’s brands in one of the country’s most populous areas.

“We chose 12 Volt marketing Group because of its full-service approach,” said SounDigital CEO Diogo Ianaconi. “Frankie started as an enthusiast in this industry, and the same passion that drove his career is on display every day in how he and his staff interact with their dealers. They go beyond product pitches to make sure dealers are trained on, and confident in, our brand.”

12 Volt Marketing Group will introduce its retailers to Ground Zero’s newest DSP products, including the GZDSP 6-8X PRO, which shipped in October. The company is set to launch another, smaller DSP by year’s end.

Contact 12 Volt Marketing Group at (201) 243-6345, or email Frankie Mark at frankie.mark@12voltmarketinggroup.com. Visit the firm’s website at 12voltmarketinggroup.net. For more information or to become an authorized SounDigital retailer, email SounDigital at info@soundigitalusa.com.

Image: [Brand Logos](#)

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