

ALPINE Selects VOXX as Exclusive U.S. Distribution Partner to Drive Next Phase of Growth

Auburn Hills, MI, September 29, 2026 – Alps Alpine North America, Inc., steward of the iconic ALPINE aftermarket mobile electronics brand, today announced a strategic partnership with VOXX By Gentex Corporation, a leading provider of aftermarket vehicle technology, remote start systems, driver safety solutions, commercial and fleet technology, and vehicle entertainment products.

Under the agreement, VOXX will become ALPINE's exclusive U.S. distributor effective January 1, 2027, leading U.S. market operations including sales, distribution, marketing, support, and service. VOXX and ALPINE will also collaborate on U.S. market-driven product planning, while ALPINE remains the brand owner and continues to lead product development and production management.

The partnership is designed to strengthen ALPINE's position in the U.S. market, expand support for dealers and consumers, and provide a strong platform for future growth while preserving the innovation, performance, and premium brand heritage that have defined ALPINE for decades.

For more than 40 years, ALPINE has earned a reputation for delivering premium audio, multimedia, navigation, and vehicle integration solutions to automotive enthusiasts and consumers alike. Through this partnership, ALPINE will leverage VOXX's extensive distribution network, aftermarket expertise, and dealer relationships to further enhance its market presence and customer support throughout the United States.

"This partnership represents an important milestone for the future of the ALPINE brand in the United States," said Kunihiro Sato, Executive Director, Brand Business Unit, Alps Alpine North America, Inc. "VOXX has established a strong reputation for supporting premium automotive technology brands and maintaining deep relationships throughout the aftermarket industry. By combining ALPINE's heritage of innovation and premium audio performance with VOXX's sales, marketing, and distribution expertise, we are creating a stronger foundation for our dealers and customers while enhancing the overall ALPINE experience in the U.S. market."

"ALPINE is an iconic brand with tremendous history and a loyal following," said Aron Demers, Senior Vice President of VOXX. "Our goal is to honor everything that made this brand special while providing the investment, dealer support, marketing strength, and operational capabilities needed to accelerate its future growth in the United States."



Alps Alpine North America, Inc.

www.alpine-usa.com

1500 Atlantic Blvd., Auburn Hills, MI 48326-1500

Phone: (248) 409-9400

Together, ALPINE and VOXX are committed to delivering the premium products, technologies, and support that dealers and consumers expect while combining the strengths of both organizations to further enhance the ALPINE experience in the United States.

About ALPS ALPINE

Alps Alpine Co., Ltd., a leading manufacturer of electronic components and automotive infotainment systems, has brought the world numerous innovative products since its founding in 1948.

About VOXX By Gentex Corporation

VOXX By Gentex Corporation is a wholly owned subsidiary of Gentex Corporation. VOXX stands at the forefront of automotive technology, specializing in remote start, security and telematics, rear-seat entertainment, driver safety, automotive interior enhancements, and commercial and fleet solutions.

CONTACTS:

Alps Alpine North America Media Contact

Jamie McVean

jamie.mcvean@alpsalpine.com

(947) 226 – 8707