

VOXX Appoints Marketing Pros for TALO Region Representation

ORLANDO, FL, June 3rd, 2025, VOXX Electronics by Gentex Corporation, proudly announces the appointment of **Marketing Pros, Inc. (MPI)** as its new manufacturer's representative firm for the **TALO region**, which includes **Texas, Arkansas, Louisiana, and Oklahoma**, effective immediately.

The TALO region will be led by **Pete Daley**, and VOXX is confident that MPI's deep roots and proven success in the territory will drive new momentum for the company's trusted brands. Formed in **1979**, Marketing Pros is celebrating **46 years** of service, bringing more than **150 years of combined industry experience** to the VOXX family.

Renowned for its focus on **brick-and-mortar accounts**, MPI has built a strong reputation for growing lines through independent specialists—a model that aligns seamlessly with VOXX's commitment to supporting its retail partners. MPI has been **nationally recognized seven times** as **Rep Firm of the Year** by *Mobile Electronics Magazine*, underscoring their expertise and consistency in delivering results.

"Marketing Pros has long demonstrated their commitment to supporting retailers and driving category growth," said Aron Demers, VOXX Electronics SVP. "Their reputation, relationships, and strategic approach make them a perfect fit to help us grow and diversify our dealer base across this critical territory."

The Marketing Pros, Inc. field team includes:

- **Rick Dewey** – Oklahoma and Arkansas
(405) 410-5028 | rick@marketingprosinc.com
- **Kevin Knox** – Louisiana, East Texas, Houston (I-45 East)
(504) 343-4770 | kevin@marketingprosinc.com
- **Travis Coody** – Austin, San Antonio, Houston (I-45 West), and the Border
(432) 634-8803 | travis@marketingprosinc.com
- **Blake Daley** – Tarrant County and West Texas
(817) 614-9147 | blake@marketingprosinc.com
- **Pedro Rodriguez** – Dallas County and Northeast Texas
(214) 404-4730 | pedro@marketingprosinc.com
- **Pete Daley** – Key Accounts
(817) 400-7383 | pete@marketingprosinc.com

VOXX Electronics warmly **welcomes Marketing Pros to the VOXX family** and looks forward to a successful partnership that delivers exceptional value to dealers throughout the TALO region.

About VOXX Electronics

VOXX Electronics by Gentex Corporation stands at the forefront of automotive technology, specializing in remote start, security and telematics, rear seat entertainment, driver safety, automotive interior enhancements, and commercial fleet solutions. www.voxxelectronics.com

About Gentex

Founded in 1974, Gentex Corporation (NASDAQ: GNTX) is a technology company that leverages its core competencies, strategic partnerships, acquisitions, and ongoing research to create market-leading positions in a variety of verticals. You can view some of the Company's latest technology at www.gentex.com.