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### Eagle Distributors Packs the House

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**HOUSTON, TX** – The place to be on Sunday, April 25th, was Eagle Distributors’ annual 12volt Expo. Retailers from across Mississippi, Texas, Arkansas and Louisiana navigated their way to Eagle’s Houston location for a day of hot expo specials, new product introductions, networking and hot, spicy crawfish. More than half a ton of crawfish was consumed!

Eagle’s Mickey Ural told 12voltnews.com on site “We had nearly 300 dealers who said they were coming and a substantial percentage came and enjoyed a gorgeous day under the pines at our annual 12volt Expo”.



Dealers filled the big top to enjoy the crawfish.



"Sony Mobile's XAV 70 is in stock and will be a hot number" - Barry Beller

Rows of tents filled the parking area in front of Eagle’s facility. The showroom and warehouse were set to highlight show specials and new introductions.

Many retailers saw Sony Mobile’s XAV 70 for the first time. “The XAV 60 was hot and the XAV 70, with a 7” screen and built-in Bluetooth, will be event hotter” Barry Beller told 12voltnews.com.

Got2bWireless is a new line that was introduced to Eagle’s dealers at the expo. The Bluetooth handsfree kit, combined with Got2bVoice, is a new and unique product offering for retailers looking for new profit opportunities.

Timberland Racing was on hand with the race teams spectacular tractor trailer rig. Fusion Electronics is one of Timberlands sponsors. Fusion’s Chuck McLellan said “Fusion is getting a tremendous amount of national exposure with this rig at NHRA and other race organization events. Spectators are pulled to the rig like a magnet by the stunning graphics and paint scheme. Then they hear the Fusion powered system and are blown away”.

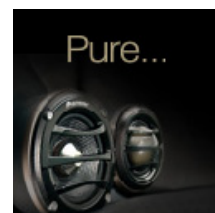
Blaze HID kits were showcased at Eagle’s expo for the first time. Great quality with an easy to install setup that will make dealer’s cash registers ring.

Lori Moriarty showed the Metra lineup of Raptor, Shuriken, Install Bay, Tsunami and Axxess plus several new kits and finishes. She was introduced to crawfish and loved them.

Other manufacturers displaying at Eagle’s 12volt Expo included Beltronics, PAC, Roadview, Jensen, Sirius XM, Omega Research, SPAL, Parrot, JVC, Royal Purple and NexfilUSA. Ural commented “We are always looking for new profit opportunities for our dealers. The Royal Purple program is a test for us. If a dealer gets behind it they can realize a good hunk of profit dollars and extend engine lifes. The NexfilUSA premium window



"Check out the profit opportunity with the new Got2bWireless and Got2bVoice products" - Mickey Ural



film offers a very high quality film at substantially lower prices than other premium film brands. We are excited about the opportunities offered by both these bands".



Fusion's Chuck McLellan with the Timberland race vehicle and big rig in the background.

Dealers arrived early and made their way through the expo area – working up an appetite along the way. Just before noon the smell of boiling crawfish lured dealers to Crawdaddy’s rig and 1400 pounds of crawfish. Under the big top dealers feasted on mudbugs and over 300 burgers and hot dogs. Eagle’s Wayne Messina observed “It’s great to see so many of our dealers. So many came as families. This event is a way, for us as a company, to say thank you to them for their support through the years”.

A big 12voltnews.com “hats off” to all the Eagle staff that worked so hard to produce this year’s very successful Eagle Distributor’s 12volt Expo.



Dealers lineup for hot crawfish - the steam is rising!

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