

clarion *Connection*

June 2008

My



Aaah Summer! The best season of the year is now upon us. The grass is growing, the birds are chirping, and hopefully the car stereos are booming. Welcome to the first issue of the Clarion Connection for Summer 2008. In this issue we provide information on product, tech, and marketing to make your Clarion business bloom. First, on the product side we review our 2008 amplifier line up along with a timely summary of our many marine products. On the tech side, we detail the installation of our BLT370 Bluetooth solution. This information becomes more and more pertinent each month as additional towns, cities, and states require hands free cellular use while operating a motor vehicle. In fact, even car and cell phone crazy California will require hands free phone operation after July 1 of this year.



Ralf Engelbracht
Senior VP of Retail Sales

From the Marketing side in this month's issue, you will learn how we can help merchandise your stores and create brochures, flyers, or hand-outs. While I am on the subject of Marketing, I would like to call attention to our online technical training. You may have read about this in previous issues of the Clarion Connection but we want to make certain everyone takes advantage of this training opportunity. Not only will you learn about our products and their many features, you will have an opportunity to qualify for special incentives including T-shirts, jackets, and other great incentives.

Here's a unique opportunity to increase your knowledge and understanding about Clarion products. Not only does this benefit you on the sales floor, but in the installation bays as well.

On April 16, Clarion launched a 3 tiered certification program available online at www.TeamClarion.com. At the successful completion of each tier, you'll receive a Clarion certificate and a *prize*. Best of all, you'll be able to sell and install Clarion products with confidence!

