

EMBARGOED UNTIL JANUARY 6, 2020

SCOSCHE® Industries Celebrates 40 Years of Innovation

Oxnard, Calif. – (January 6, 2020) This year SCOSCHE – (pronounced skōsh/skohsh) Industries, innovators of award-winning consumer technology and accessories celebrates their 40th Anniversary.



Scosche is celebrating 40 years in business, 40 years of innovation, and 40 years of exceptional people working together to design, develop and deliver cutting-edge products!

Family owned and operated since 1980, Roger and his wife Scotia Alves started Scosche Industries in their Ventura County garage. The company is still headquartered in Ventura County, California, but has grown to over 200 employees and has achieved many significant milestones and successes over those four decades.



Scosche Headquarters Staff, Oxnard, CA, 2019

In 1980, as automotive audio consultants, Roger and Scotia Alves published the *Autosound Encyclopedia*, which is still considered the “Bible” of the car audio industry. By 1984, they had earned their first patent for their General Motors multi-purpose dash kit, revolutionizing the DIY car audio business for retail. EFX, Scosche’s high-end line of car audio accessories was introduced in 1990.

Roger and Scotia's sons Kas and Vince joined Scosche in 1995 and 2000, respectively, and are now Co-Presidents. Kas' son Ryder joined the family business in 2018 as Marketing Assistant and Video Editor.



Left to right: Kas, Roger, Ryder and Vince, Alves.

In 1996 the Alves created the SoundKase™ brand which was the kick-off for a highly successful line, which included: a 12 DVD/CD Visor Organizer, storage cases, seat back organizers, CamKase camera bags, and SoundSak audio backpacks. All SoundKase products utilized a unique and patented non-scratch CD pocket system. This development moved Scosche squarely into the Consumer Technology (CT) Accessories arena, an exciting and successful new direction for the company. By 2005, now firmly established in the world of CT accessories, Scosche introduced BlueLife® – the first to after-market streaming audio and hands-free Bluetooth® car/headphone/home kits.

With the growing popularity of Apple® iPods®, iPhones®, and iPads®, Scosche used their “User Innovative” inspiration to design and create the “Accessories for Life” consumers needed and wanted.

Along with their successful CT business, Scosche continued to innovate on the automotive and audio side, introducing their Realm™ Audio line of high-end headphones and earbuds; and car audio speakers, amplifiers and subwoofers, designed for specialty and custom car audio shops, at the 2007 CES.

Together the Alves directed and inspired the first BoomBottle® portable wireless speaker designed to go anywhere, along with creating the slogan “Where Do You Take Your Music?™”. Revolutionizing the health and fitness electronics trend, Scosche introduced the MyTrek™ Armband Heart Rate Monitor and app.

In 2012 Scosche introduced “AppCessories” – apps that integrated Scosche products with the sophisticated new smartphones hitting the market at that time. A record seven Scosche products were honored with CES Innovations awards in 2012.

A huge year for new product releases, in 2012 Scosche amazed CES attendees with a host of new audio products, including headphones, earbuds, and innovative new Bluetooth FM transmitters and portable and rugged BoomBottle Bluetooth speakers. The new smartphones pulled more power, so Scosche responded with powerful portable backup batteries like the FlipCharge™ burst. Numerous mounts, cases and docks for iPhones and iPads were demonstrated that year, as Scosche revealed themselves to be the comprehensive accessories solutions company.

As smartphone sales boomed so did Scosche's ideas for accessories. The Alves reinvented the cell phone mount business with the launch of MagicMount™ line of magnetic mounts for smartphones and other portable devices. By 2015, the popularity of MagicMount had elevated the company to the #1 Mount Brand in North America ranking, as reported by The NPD Group, Retail Tracking Service. Scosche has retained that prestigious #1 Mount Brand spot continuously from 2015 to the present day.

Scosche has always embraced its Southern California roots and the Alves family epitomize the healthy, outdoor life that is reflected in their lifestyle product lines. Partnering with Rockstar Energy Drink in 2017 inspired a special edition of "Optimized for Outdoors®" consumer technology products designed for an active, outdoor lifestyle. The same year, Scosche's SafeTech™ Connected Car range was created, featuring a line of award-winning HD Smart Dash Cams, powered by the Nexar® safe driving app .

In 2019, two new Scosche products, the BaseLynx® Modular Charging System and the MagicGrip™ Wireless Auto-Grip Vent Mount, launched on the Apple website and in Apple stores worldwide.

At the 2020 International CES, Scosche is launching more than 150 new Consumer Technology and Connected Car products. Trends change frequently, as do the ways in which people use and interact with technology, so Scosche remains ever nimble. It's this spirit of innovation and adaptability that started Scosche, and continues to keep their products fresh, relevant, and award-winning, for forty years and counting.

Fun Fact: Scosche has exhibited at every CES since 1984, including this year (Booth# 30306). If you are at the show, you may even have a chance to congratulate Roger, Kas, Vince, and Ryder Alves in person..

Follow us on: [Instagram](#) and [Twitter](#), [Facebook](#), [Pinterest](#) and [LinkedIn](#) for the latest news on all of the company's award-winning consumer tech and car audio products and accessories. Also visit our company [Press Room](#) on scosche.com.

About SCOSCHE: Founded in 1980, SCOSCHE Industries is an award-winning innovator of consumer technology and car audio products - committed to delivering superior product quality and functionality, exceptional value and unmatched customer service. The designers and engineers at SCOSCHE develop products that reflect a rich heritage in audio and mobile technologies. SCOSCHE finds inspiration in the California lifestyle, culture, music and people. These influences can be seen in the accessories and products that are now in the homes, offices and vehicles of people in over 50 countries. With over 400 patents/trademarks and industry awards received, it is easy to see why SCOSCHE is consistently at the forefront of technology and innovation. www.scosche.com

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