

MOBILE ELECTRONICS continued from page 7

car-specific products offer benefits that headsets can't, such as muting of the stereo when a call comes in and playing the call through your car's speakers, which are all important in a noisy automotive environment. The easiest way to add hands-free-phone capability to a vehicle is with a portable Bluetooth speakerphone, such as Motorola's T305, that attaches to a sun visor and features a noise-cancelling microphone and rechargeable battery.

Plug-and-play Bluetooth kits, such as Parrot's Easy-Drive, draw power from a vehicle's 12-volt outlet. Easy-Drive consists of a speaker/microphone that plugs into a cigarette lighter and a control unit that can be mounted on the dash, and both are connected by an 18-inch cable.

Head Games

In the last year or so, car-stereo manufacturers have begun to make in-dash head units Bluetooth-capable by adding an optional adaptor. For example, more than a dozen of Alpine's head units can be connected to the company's KCA-100BT Bluetooth interface module. Eclipse also announced a partnership with Parrot earlier this year to use that company's Bluetooth expertise to add hands-free capability to two Eclipse AVN series head units.

Providing an array of Bluetooth products to fit every vehicle and budget is essential for retailers wanting to take advantage of this growing market. If a customer wants to add Bluetooth to their vehicle without changing the head unit, they can do a Parrot kit. Then if you get a person who also wants to play their iPod and wants satellite radio, they can buy a Bluetooth-compatible head unit. And there's no age limit, either. We see older people coming in and replacing their radios because they want multiple audio sources and Bluetooth. It seems like everybody who has Bluetooth wants to add it to their car these days.

1st Round of Nominees for 2007 Pioneer Award

The Pioneer Award is in recognition of outstanding contributions to the development of the Warehouse Distributor of the Specialty Equipment Industry.

Ralph Accinno
Racer's Equipment Warehouse

Brad Blue
Warehouse West

Ron Coppaken
Arrow Speed Warehouse

Jim Parks
High Performance Distributors (Formerly)

Don Tognotti (Deceased)
Racing Products Warehouse

Van Woodell
Weathers Auto Supply



Two of the Industry's most prestigious and coveted awards will be presented at the 2007 SEMA Show Banquet.

Congratulations...

to the following for making it to the first round ballot for PWA's 2007 Manufacturer of the Year and Person of the Year awards. As you know, the winners will be announced at the SEMA Industry Awards Banquet which is being held on November 1st.

The Manufacturer of the Year Award

is in recognition of outstanding contributions to the specialty equipment industry and in appreciation of conscientious efforts in support of the warehouse distributor concept of merchandise distribution.

PWA Manufacturer of the Year Nominees

- AEM
- Barry Grant
- Centerforce / Midway Industries
- Holley Performance
- Moroso Performance
- MSD Ignition
- Painless Performance
- Superchips

The Person of the Year Award

is in recognition of outstanding contributions to the warehouse distributors and in appreciation of conscientious dedication as an individual member of the specialty equipment industry.

PWA Person of the Year Nominees

- Barry Grant of *Barry Grant*
- Dan Gresham of *MSD Ignition*
- John Julis of *J & J Marketing*
- Kirk Miller of *AEM*
- Ray Motes of *Taylor Cable / Vertex*
- Rick Rollins of *Superchips*
- Patrick Wilson of *Centerforce*

These awards are voted on by the active members of PWA, not just a committee. All of your business partners will have the opportunity to select this year's winner. Good luck!

**Have you checked out the PARLOCATOR web site lately?
www.PARLOCATOR.com**