



NEWS RELEASE

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IMPORT TUNERS BEGIN TRICKING OUT RIDES WITH K40 UNDETECTABLE RADAR SYSTEM

August 09, 2002 – Elgin, Illinois – Previously found only in luxury and ultra high performance vehicles, K40 Electronics' Undetectable Radar Detection System has now grabbed the attention of the growing import "tuner" scene as the must have aftermarket accessory to make these vehicles stand out from the crowd and give them built-in protection from police radar.

Dave Parlapiano, owner of Cars & Stereo in Rockford, Illinois, has seen a steady increase in this unique customer segment. "These guys are putting a lot of money into basic model Hondas, VW's, and Mitsubishis and really tricking them out. Once they've added the body effects and some performance parts, they're turning their attention to the electronics like radar detectors."

The K40 Undetectable System is available in several configurations to meet individual needs. The 1000 Series features a single front mounted radar receiver, while the 2000 Series offers front and rear receivers. All systems feature K40 Electronics' advanced microwave receiver design with waveguide antenna to detect low powered digital police radar guns, custom internal software to reduce false alerts caused by non-police radar transmitters, and sealed housings for increased protection from outside weather elements. To make installation times efficient and cost effective for retailers, as well as to ensure all connections have been matched properly, all system components feature color-coded wiring.

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Looks Factory Installed

In addition to high performance police radar detection, the main benefit of the Undetectable System is its factory built-in appearance. Instead of an easily stolen and visually distracting portable unit, or a clunky, one-size-fits-all control panel that other remotes utilize, K40 offers a choice of alert displays with either standard custom installed individual components or the recently introduced Warning Pod.

Truly undetectable by police, thieves, and passengers, the component alert display features tiny red LED lights placed directly into the vehicle's instrument cluster or dash and peizo speakers into air vents. Conversely, the Warning Pod integrates the system's alert lights and speakers into a low profile display that easily mounts anywhere inside the vehicle. The Warning Pod is designed to match the look and feel of expensive automobile trim, allowing it to blend in with the vehicle's interior.

“The Warning Pod alert option for the Undetectable System is ideal for users who want the benefits of a custom K40 installation, but wish to maintain the integrity of the vehicle's dashboard and instrument cluster,” said Peggy Finley, president of K40. “It's perfect for people who drive leased vehicles, or even users looking for additional mounting options not offered by the standard Undetectable System alert display.”

Expert Tested & Guaranteed Performance

In a field test review by Speed Measurement Laboratories Inc., the K40 Undetectable System was rated as the top remote radar detector. “Considering concealed custom mounting, laser cloaking, and front/rear protection, the K40 Undetectable is our pick of remote radar detectors,” said Carl Fors, renowned radar and laser expert and Speed Labs president.

Besides expert endorsement, K40 also offers a performance guarantee unmatched in the industry. If a motorist receives any radar speeding tickets during the first year of ownership, K40 will pay the cost of each fine.

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K40 Undetectable Radar System

As is the case with all products produced by K40 Electronics, the Undetectable System is available only through select authorized new car dealerships and specialty electronics stores. Suggested retail prices range from \$769.00 for the 1000 Series to \$1,500.00 for the 2000 Series. However, prices vary by dealer and particular vehicle installation requirements.

Easily Integrates Laser Jamming DefuserPlus

Complimenting the K40 Undetectable System is K40's Laser DefuserPlus™ police laser jammer. This first-of-its-kind active jammer utilizes the same warning alert display as the radar function for easy system integration and total protection against police speed enforcement technology. "The typical set-up for the import guys is front radar and laser," said Parlapiano. "They really think the laser jamming is cool and gives their rides a certain image."

100% Guaranteed Performance And Quality

Accompanying its no ticket guarantee, the K40 Undetectable System is backed by three other guarantees that provide confidence in ownership and operation. If an owner isn't completely satisfied with system performance, it can be returned within 30 days of purchase for a full product credit. If the system is ever stolen, K40 will replace it at no cost. Lastly, the Undetectable System is covered by a one year parts repair/replacement warranty.

Established in 1977 and headquartered in Elgin, Illinois, K40 Electronics is a manufacturer and distributor of mobile electronics products including custom remote radar detector systems, portable radar detectors, laser protection and detection systems, CB radios, antennas, and fiberglass whips. Product information can be obtained by calling K40 at 800-323-6768 or by visiting their website at www.k40.com.