



## NEWS RELEASE

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CONTACT:  
Grant Dahlke  
Marketing Communications Manager  
847-888-7078  
[gdahlke@k40.com](mailto:gdahlke@k40.com)

### **K40 ELECTRONICS WEBSITE REDESIGNED TO INCREASE DEALER TRAFFIC**

Elgin, IL – January 23, 2003 – Continuing its steadfast dedication to provide industry leading products and services, K40 Electronics today announced the unveiling of a completely redesigned website, [www.k40.com](http://www.k40.com), for its award-winning mobile electronics product line.

The new site is an invaluable resource for consumers and retailers seeking in-depth information on K40's highly touted radar detectors, Laser Defuser™ systems, and CB antennas; as well as broad technical information on these product categories. New site features include digital video clips of independent product tests, downloadable operating manuals and installation instructions, and recent magazine technical articles and product reviews. The site's most significant new feature is the fully programmed dealer locator. Consumers can locate up to six dealers based on zip code location and product interest.

“Our goal in redesigning the website was to develop a high impact, yet easy to use information tool that ultimately drives consumers to one of our dealers,” said Kevin Fryer, K40's Marketing Manager. “With the new dealer locator function, consumers can now contact the dealer closest to them via phone, email, and/or by visiting the dealer's website thru a direct link on our site.”

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.