



Press Release

Win Kenwood's multimedia and audio Subaru Impreza WRX STI at The Gadget Show Live

Visitors to this year's The Gadget Show Live could win a 280bhp Subaru Impreza WRX STI * complete with the hottest Kenwood audio, multimedia and navigation system in a high-end custom install.

Kenwood is about to make every car and gadget lover's dream come true at this year's The Gadget Show Live, from the 7th April 2010. To be in with a chance of driving this one-off, custom-installed demo car, every show visitor who swipes their ticket (on the In Car Experience) or completes the online registration form located on Kenwood's website (www.kenwoodpremiercentre.co.uk) will be entered into the free draw to win the impressive Impreza, built to show what is possible for the ultimate car entertainment system.

*Kenwood built this Impreza in 2003 to show off its flagship products and each year since, it's featured the very latest forthcoming Kenwood products. Now, for 2010, the Impreza is bristling with new technology. The entertainment system - totalling around £4000 in equipment alone - starts with a 7in screen double-DIN Kenwood DNX-7240BT head unit to not only play all popular audio and movie formats, it features the latest Garmin navigation built in, along with Parrot Bluetooth hands-free. Every speaker in the car was torn out, in their place, the highest grade Kenwood speakers to bring music and movies to life. The system is powered by three Kenwood amplifiers crafted into a stunning leather-trimmed boot install, all illuminated by audio-controlled LED lighting. The entire system was the result of many months of bespoke installation by a leading UK installer, running into thousands of pounds.

And it's not just inside the Impreza that will have your heart pounding. Everyone knows an Impreza isn't to be messed with but this one's got a whole lot more. Apart from the engine, this special Impreza has been given the money-no-object Pro-Drive treatment, boasting 280bhp, race up rated suspension and premium quality 18in wheels with low-profile tyres.

Come and see what could be your new car at the *In-Car Experience* in The Gadget Show Live, exclusively sponsored by Kenwood.

While you're checking out the Subaru install, your eyes and ears will be treated to the very latest 2010 range of Kenwood new products on display at the *In-Car Experience* All

the latest technology and features for this year will be available for you to try and experience the quality of Kenwood's in-car product line-up from iPod adaptors to huge power subwoofers, as well as lifestyle products such as Parrot hands-free and Garmin navigation.

The Subaru won't be the only unmissable metal in the *In-Car Experience* of The Gadget Show Live this year. The new Kenwood VW Scirocco demo car is fitted with a broad range of Kenwood's latest audio equipment from across the range of speaker, amplifiers and subwoofers. At the show, you can sit in the Scirocco and the Kenwood specialists will select the audio products you'd like to hear so you can try before you buy. In only a few seconds, Kenwood can switch on any products in the car to create a system to suit your music, budget and car and then hear how it will sound. From beautiful sound reproduction to thundering bass, and for movie lovers, download fans and audiophiles alike, the Scirocco has a system in it for everyone.

If the great outdoors is calling, check out the new age VW camper, also at the *In-Car Experience*, created by Turnbull's Campers. This brand new, retro-styled VW camper has everything for the adventurer; from shower, internet-equipped office and full entertainment system and yet still has the free spirit of the classic VW camper. Come and see what's possible for yourself...

The Gadget Show Live is an exciting chance to experience the brand new Mitsubishi L200 Barbarian. This new flagship L200 pick-up features Kenwood's market-leading DNX7240BT multimedia head unit with large high definition LCD screen for movies, music, the built-in reverse camera as well as boasting hands-free Bluetooth calling and accurate Garmin sat nav.

Make visiting the In-Car Experience a priority at this year's Gadget Show – between the 7th and 11th of April - to enter the competition to win the Kenwood Impreza, and to experience how Kenwood can transform your car entertainment with it's latest range. No purchase is required to enter - simply have your ticket scanned at the In-Car Experience of the show (and the name on the ticket will be entered into the prize draw) or complete the online registration form located on our website (www.kenwoodpremiercentre.co.uk). The winner will be announced within 4 weeks after the show closes. Entries into the prize draw will be accepted from 7 April 2010. The closing date for entries is 11 April 2010. The prize draw is open to all United Kingdom residents aged 18 or over except for any Kenwood employees, any members of Kenwood employees' immediate families and anyone else professionally connected with the prize draw. The prize draw will be operated by Kenwood Electronics (UK) Ltd (Company Number 01810214) of Kenwood House, Dwight Road, Watford, Hertfordshire WD18 9EB. Terms and conditions apply. For more details (including the relevant set of terms and conditions) see the competition promotion at the show and/ or Kenwood's website (www.kenwoodpremiercentre.co.uk).

Find out more about the The Gadget Show Live at: www.gadgetshowlive.net, and for the full specification of the Kenwood Impreza, and the rest of the brand new Kenwood range visit www.kenwood-electronics.co.uk. Press contact: James Howe: 01923 655270