

## **SCOSCHE INDUSTRIES LAUNCHES auxCHARGE MOUNTABLE AUX INPUT AND USB CHARGING PORT FOR SMARTPHONES AND TABLETS**

10/30/2012

**Oxnard, CA – (October 30, 2012)** – Known for its innovation in the automotive aftermarket and technology, Scosche Industries will debut a new car audio cable at the 2012 SEMA Show in Las Vegas. The new auxCHARGE (#USBAUXRLK) is designed to provide smartphones and tablets with an accessible AUX input and USB charging port virtually anywhere in your vehicle. With this device, playing music from your phone or tablet just got easier.

The first of its kind, the auxCHARGE relocates difficult to reach AUX inputs and USB ports to more accessible locations. This mountable unit can easily replace an existing cigarette lighter for convenient access or can be added to an aftermarket stereo for effortless play of music, podcasts or other audio files.

“Many stereo head units have difficult to reach inputs,” said Kas Alves, executive vice president, Scosche Industries. “With auxCHARGE, you can hook up your music in the location that’s right for you.”

Compact and easy to install, the auxCHARGE is designed with a 1 meter heavy duty shielded USB 2.0 & A/V cable which gives users install mobility. Both black and white UV rated waterproof covers are included for both automotive and marine applications. A compact locking ring is used for secure mounting and application flexibility.

Stop by and visit the Scosche booth at SEMA for a peek at the new auxCHARGE. The Scosche booth will be located at #11825 in the North Hall of the Las Vegas Convention Center. Visit our website [www.scosche.com](http://www.scosche.com) for additional information or find us on Facebook or Twitter.

### **About Scosche Industries**

Scosche Industries is an award-winning innovator of car audio and portable electronics accessories. Scosche is founded on its commitment to quality, value and customer service. With 133 patents and countless industry awards it is easy to see that Scosche is consistently at the forefront of technology and innovation. Scosche Industries is the parent company of several distinct brands including: Scosche, REALM, EFX, BlueFusion and Accumat. Founded in 1980, Scosche is still 100% family owned and operated with over 120 great people alongside them. For more information visit our website at [www.scosche.com](http://www.scosche.com).

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