

SCOSCHE® Industries Sponsors GenRight Off Road Race Team For 2019 Race Season

Oxnard, Calif. – (Jan. 17, 2019) – SCOSCHE® Industries (pronounced skōsh/skohsh), innovators of award-winning consumer technology, powersports and car audio products and accessories are pleased to announce that they are partnering with the GenRight Off Road race team for the 2019 race season.

Through this sponsorship, Scosche branding will feature on the GenRight Off Road race team's vehicles, including their GR Ultra4 4400 race car, as well as the team's support vehicles. The Scosche brand will also appear prominently on the team's website, social media posts, and at race and industry events attended by the team.

Scosche's award-winning consumer technology and powersports accessories are available for purchase by Jeep owners through GenRight's dealer network

"We couldn't be more excited about partnering with another family owned and operated company, especially as GenRight is based out of the same town where Scosche first opened its doors. This sponsorship provides great opportunities for both brands and we will utilize GenRight's amazing marketing content for our Powersports product lines. Real-world testing and 'race proven' testimonials are the standards we hold our products to. We believe GenRight is a great brand and team to help us promote Scosche's powersports line of products." – Kas Alves, Executive Vice President, Scosche Industries.



GenRight Off Road race team member, Jordan Pellegrino.

[GenRight](#), short for Genuine Ideas Engineered Right, Off Road builds quality, innovative Jeep parts and accessories. As Jeep enthusiasts themselves, the Pellegrino family who opened GenRight in 2006, test their products extensively themselves both on and off road.

Follow us on: Instagram ([@scoscheinc](#)) and @scosche on [Twitter](#), [Facebook](#), [Pinterest](#) and [LinkedIn](#) for the latest news on all of the company's award-winning consumer tech and car audio products and accessories. And visit our company Press Room on [Scosche.com](#).

About SCOSCHE:

Founded in 1980, SCOSCHE Industries is an award-winning innovator of consumer technology and car audio products – committed to delivering superior product quality and functionality, exceptional value and unmatched customer service. The designers and engineers at SCOSCHE develop products that reflect a rich heritage in audio and mobile technologies. SCOSCHE finds inspiration in the California lifestyle, culture, music and people. These influences can be seen in the accessories and products that are now in the hands, homes, offices and vehicles of people in over 50 countries. With over 400 patents/trademarks and countless industry awards received, it is easy to see why SCOSCHE is consistently at the forefront of technology and innovation.
www.scosche.com

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