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Boss International Group Creates Frenzy In The Central Hall At This Years' International CES

An Armored Truck Filled with Awesome Gear and Some Very Special Guests

Oxnard, CA – February 2013 - Boss International Group creates frenzy in the central hall at this year's International CES! Along with the many new products featured, The Boss Armored Truck took center stage.

The Boss Armored truck measures at 168.8 in the decibel department and puts out 30,000 watts of raw, ear popping power.

Here is what it takes for this monster to come alive.

11 batteries, 26 amplifiers, 57 12" subwoofers, 40 10" mid bass drivers, 36 6" mid bass drivers, 8 4" compression tweeters, 4 1" silk dome tweeters, 3 4 Band Pre Amp Equalizers, 1 BV9370NV Navigation Radio, 4 8" wake tower speakers and 2 6" wake tower speakers.

"As we were meeting with our dealers, I began to notice a large crowd gathering around the truck. People were taking photos of some very special young women, Olympians Kellie Wells and Jeneba Tarmoh, wearing their medals, greeting and signing autographs said Doug Kern, Executive Director of Sales and Marketing".

"I kept hearing music emanating from the Boss Armored truck and it sounded so good, especially because music has always been such a big part of my life. We stayed for nearly 2 hours and had so much fun" says Olympian Kellie Wells (on the right).



Beside the visit from our Olympians, we had the pleasure of having Miss New York and UFC fighter Sean “The Punisher” Pierson stop by.



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About Boss Audio Systems

Celebrating its 25th year, Boss Audio Systems is a worldwide manufacturer of consumer electronics products with factories in California, Taiwan, China and Seoul, Korea. The company strives to deliver a broad selection of products to meet every consumer need, whether in the car or on the water. Boss Audio Systems extensively designs and engineers products to exceed the expectations of those who will use them, while building in value and affordability. We are proud to say that Boss Audio is ranked within the top 5 companies in the multimedia category. Boss Audio Systems' U.S. headquarters is located at 3451 Lunar Court, Oxnard, California, 93030.