



BLUETOOTH CARKITS BREAK RECORDS

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Australia's leading Bluetooth carkit supplier, Strike is celebrating an end of financial year success story as leading products such a Parrot, Cardo and Strike are experiencing record sales.

Strike's CEO, Chris Ryan believes the main reason for strong Bluetooth product sales is a combination of the mobile phone laws making it compulsory to use a hands-free carkit to talk on your mobile phone whilst driving and the limited functionality of pre-installed hands-free kits in new cars.

“The majority of in-car Bluetooth devices are selected years before the vehicles make it to market and by the time the car drives out of the dealership, the Bluetooth devices are out of date. Strike prides itself on world-class Bluetooth devices and sales are talking for themselves. The new financial year is expected to be just as promising.”

One of Strike's major clients, Autobarn has also experienced an increase in sales. Like Strike Bluetooth sales have increased more than 100% over the last year, with motorists opting for the latest Bluetooth technology.

Chris Ryan of Strike is pleased to see that not only Strike is seeing an increase in sales but their valued clients also.

“We partner ourselves with the world's best brands in the industry. Whether that is for vehicles or motorcycles the product quality and affordability is second to none,” he said.

Strike exclusively distributes Parrot and Cardo products in Australia and with Strike's own branded products also coming in to the market place; the variety of quality aftermarket Bluetooth products is expected to increase the retail and wholesale demand even more.

“The other stand out benefit of our Bluetooth products is that many of them are portable and can be moved from one car to another. The Parrot Mini Kit Slim is a prime example of a leading portable Bluetooth device for all times of vehicles. Affordably retailing for \$119, this device can be used by everybody”. Strike's CEO, Chris Ryan said

To find out more on the range of in-car technology products, visit www.strike.com.au

For more information:

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