



Rainbow Car Audio Entering American Markets

Rainbow Car Audio opening sales office and warehouse in Naples, Florida to assist in its expansion into North and South America.

([PRWEB](#)) May 15, 2004 --Rainbow Car Audio, a German Hi-Fi audio components designer and manufacturer, has just announced the release of its Hi-Fi audio line into the United States, the Caribbean, and Central and South American markets.

"I am very excited about the opportunities in North and South America," says Paul Jelko, Founder of Rainbow Car Audio. "With our vast line of Hi-Fi audio, we can offer consumers many options for high performance and cost effective solutions to fill the void in these markets. Rainbow understands the challenges and limitations the Hi-Fi world is facing. In light of the fact that most speakers are now being manufactured in Asia, I think the US market will welcome our innovative design and hand-crafted German products."

Due to the already overwhelming demand of the German Rainbow Car Audio products in North and South America, Rainbow Audio is opening its first sales office and warehouse, operating under the name RAC USA, Inc., in Naples, Florida. This new US presence will warehouse all Rainbow product lines and offer sales and technical support to distributors.

Michael Shoaff, Director of Operations, explains, "The ability to respond in real time to requests and inquiries is an invaluable way to get closer to the needs of our customers while continuing to build upon the established relationships we already share with them."

About Rainbow Car Audio:

Rainbow Car Audio is a designer, manufacturer and distributor of high-performance audio systems for the mobile and professional markets. Founded in 1984 by Paul Jelko, Rainbow Audio has been pushing the limits of audio design and engineering for the last twenty years. Headquartered in Bad Rappenau, Germany, Rainbow supports distributors throughout the Americas, Europe, the Middle East, Africa, and Asia.

Rainbow Car Audio employs progressive German engineering standards and a global business philosophy in designing Hi-Fi audio components. Rainbow has been winning performance, design and sound awards worldwide with its innovative design, handcrafted manufacturing, and distinct sound for the last two decades. Rainbow has a strong devotion to research and development, pouring nearly fifty percent of its resources back into R&D.

For more information about the Rainbow product line or to arrange a meeting with an RAC specialist, please contact Michael Shoaff at (786) 866-7872, by e-mail (mike@rainbow-audio.de), or visit our website at www.rainbow-audio.de

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