

## **paragon Strengthens Aftersales Business for ETON Soundsysteme Through Cooperation With Trade Giant ACR**

- **paragon transfers global distribution of its car audio aftersales products to the largest car media specialist in Europe**
- **Optimal marketing through 250 stores in over 25 European countries under the well-known brand ETON**
- **paragon focuses on innovative sound solutions for automotive manufacturers**

**Delbrück, Germany, January 14, 2020 – paragon [ISIN DE0005558696] is expanding its since 2009 existing cooperation with ACR, the leading distributor for car audio in Europe, in the area of retrofitting for audio solutions in the automotive sector. ACR is taking over global distribution and product management. This enables the more intensive usage of ACR's sales channels for the marketing of ETON's car audio aftersales products.**

“Our long-term cooperation is an important component of the realignment and sharpening of focus on the field of sound within the Interior operating segment. In the field of car audio, ACR is acknowledged as one of the most prominent and largest distributors within Europe,” explains Klaus Dieter Frers, founder and Chairman of the Board of paragon.

In accordance with the agreement, ACR Braendli + Voegeli AG, headquartered in Bad Zurzach, Switzerland, will take over the distribution and product management as well as the trademark rights for ETON in the car audio/retrofitting market segment. paragon will remain ACR's manufacturer and main supplier.

“ETON's aftermarket business requires other operating procedures and sales channels than the classic OEM automotive business. As a direct supplier for the automotive industry, in particular for the premium sector, paragon continues to guarantee the high technical quality

of ETON products through its established development processes and production standards,” says Markus Barth, head of paragon’s Interior Business Unit.

“In the past ten years since establishing our cooperation, our joint efforts have allowed us to expand ETON into one of the top names in the field of car audio. These days, the company is one of the most important brands in our product portfolio within the categories of speakers, casing products and amplifiers,” says Roland Braendli, president of ACR’s Supervisory Board.

Over the past decade, ETON has established itself in the field of car audio, particularly through numerous spectacular new developments that considerably increased the profile and the acoustic excellence of the brand. This is how the speaker system ETON Core S3 won the renowned EISA Award in the category of “In-Car High-End Component” last year. paragon and ACR will further increase the use of the mutual expertise for their future product development.

“We are delighted to further promote ETON’s brand awareness and economic success through our comprehensive network as part of a successful partnership,” emphasizes Lino Pennetta, Head of Sales at ACR.

**Profile: paragon GmbH & Co. KGaA**

paragon GmbH & Co. KGaA (ISIN DE0005558696), which is listed in the regulated market (Prime Standard) of the Frankfurt Stock Exchange, develops, produces and distributes forward-looking solutions in the field of automotive electronics, body kinematics and e-mobility. As a market-leading direct supplier to the automotive industry, the company's portfolio includes the Electronics operating segment's innovative air-quality management, state-of-the-art display systems and connectivity solutions, and high-end acoustic systems. In the Mechanics operating segment, paragon develops and produces active mobile aerodynamic systems. With Voltabox AG (ISIN DE000A2E4LE9), a subsidiary that is also listed on the regulated market (Prime Standard) of the Frankfurt Stock Exchange, the Group is also active in the rapidly growing Electromobility operating segment with its cutting-edge lithium-ion battery systems developed in-house.

In addition to the company headquarters in Delbrück (North Rhine-Westphalia, Germany), paragon GmbH & Co. KGaA and its subsidiaries operate sites in Suhl (Thuringia, Germany), Landsberg am Lech and Neu-Ulm (Bavaria, Germany), Markgröningen and St. Georgen (Baden-Württemberg, Germany), Limbach (Saarland, Germany), Aachen (North Rhine-Westphalia, Germany) as well as in Kunshan (China) and Austin (Texas, USA).

Additional information about paragon can be found at [www.paragon.ag](http://www.paragon.ag).

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