

Cardinal Rule

What we would like you to know...August 3, 2018

Kenwood

KENWOOD UNIVERSITY

Are you a KENWOOD expert? KENWOOD Training Videos & White Papers allow you to constantly update your KENWOOD knowledge, ensuring that you can deliver world class expertise to your customers!

KENWOOD Videos

KENWOOD eXcelon Videos

White Papers

Sell Sheets/Charts

Demo Videos

Events



LIVE CONNECTED. DRIVE CONNECTED.

Have you visited KENWOOD UNIVERSITY yet? If not, we highly encourage you to head on over and take a look around. A digital trip is all you'll need to access the best educational resources to make you the authority on all things Kenwood.

KENWOOD UNIVERSITY is an informational website where dealers can look at the latest training videos and product information. Research shows that explainer videos significantly increase sales and reduce support calls. "On Demand" content, like what you'll find in the KENWOOD UNIVERSITY portal, is key to the future of our success. Adapting to this growing trend will help you address your customers' needs and increase your sales.

Kenwood dealers and employees are required to go through a registration and approval process before getting into the portal, but don't worry, it's super easy. Simply provide an email address and select

whether you're an authorized eXcelon dealer or not.

KENWOOD University Tour

KENWOOD University Training Videos Quiz White Papers Sell Sheets/Charts Demo Videos Events

Training Videos

KENWOOD

KENWOOD 2018

KENWOOD Training Videos of 2018

KENWOOD eXcelon


KENWOOD eXcelon 2018

KENWOOD eXcelon Training Videos of 2018

Access Kenwood and Kenwood eXcelon trainings, white papers and more.

NEW – KENWOOD & KENWOOD eXcelon Quizzes

2018 KENWOOD eXcelon Quiz



Which two multimedia receivers feature a high definition display?


DDX9905S & DNX995S DMX905S & DDX9905S

DNX874S & DNX995S

Back Next

1 2 3 4 5 6 7 8 9 10

2018 KENWOOD Quiz



What app download is required to enable the new Weather Widget on a DNX875S receiver?

KENWOOD WebLink KENWOOD Traffic Powered By Inrix

KENWOOD Remote

1 2 3 4 5 6 7 8 9 10

Test your knowledge with Kenwood and Kenwood eXcelon Quizzes.

Once you're approved, you'll have access to KENWOOD & eXcelon Training Videos, White Papers, Technical Guides, Sell Sheets, Step Charts, Feature Matrix Charts, Downloadable Store Demo Videos, and even a Calendar of KENWOOD events (which will include Webinar information).

So what are you waiting for? Head over to the KENWOOD UNIVERSITY portal now so you can be the Kenwood expert – and increase your sales!

Listen In Style



There's still plenty of summer left and for your Harley Davidson road warriors, that means plenty of riding time! Aquatic AV has a beautiful selection of Harley units to satisfy your customer's stereo upgrade or replacement needs. One of our personal favorites is the AQ-MP-5UBT-HS. This durable, smart, all-weather digital media receiver is ready for the road.

The AQ-MP-5UBT-HS offers plenty of listening options. You can enjoy your favorite AM/FM stations, connect an MP3 player to the internal USB port or two aux inputs, or listen to all your favorite tunes using the Bluetooth connectivity. It's even Sirius ready! This means if you have a SiriusXM subscription you'll have over 170 satellite stations at your fingertips – think music, news, sports and talk radio.

Designed to fit select 1998-2013 touring bikes, this radio comes with Harley-specific mounting brackets and a direct plug-in to your Harley's wiring harness. It has a super-sharp color LCD screen, a handy internal device shelf to store your phone or MP3 player in, and a big control knob makes it easier to manage your music while your driving.

Features:

- SiriusXM Satellite Radio Ready
- Supports Bluetooth, USB, iPod, iPhone, MP3 and AM/FM Radio
- Clock display mode
- Display Dimmer & Day/Night Modes
- Dummy Faceplate / Dust Cover included
- Surface Mount USB Socket included
- Internal device compartment
- Fits most smartphones and media devices
- USB device charging
- FM/AM radio with 30 presets (US & Euro)
- Waterproof (IP55)
- Rotary Knob Control
- Removable faceplate
- Built-in 288W amplifier
- Connect up to 8x speakers
- **MSRP: \$650**

All the listening options you could ask for and the ease of use combine to make this the perfect upgrade or replacement stereo for Harley Davidson Motorcycles. Be sure to reach out to your Cardinal Sales representative with questions or to place your order now!



Dynamat Mobile

Leave the Good Vibrations to the Beach Boys!!



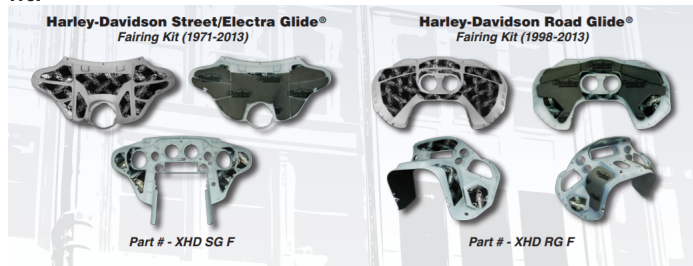
FAIRING KIT

Get Better Sound

**Stop Fairing Vibration
Reduce Distortion**

Dynamat Xtreme is the best soundproofing and vibration damping material for any vehicle. Did you know that even includes motorcycles? Dynamat Custom Cut Kits greatly improve the audio output in a Harley-Davidson.

Dynamat Custom Cut Kits retail at \$190 and \$240 and use the same Dynamat Xtreme customers have relied on for years. They take all of the guesswork out of installation into your Harley-Davidson fairing. The Computer Numeric Control (CNC) sheets are cut to your vehicle specifications and ensure a precise fit.



The best part is that installing your Harley-Davidson fairing kit is incredibly easy. There's no question about how much material you'll need, or where it will go. All you need to do is peel the product off the release liner and stick it down where the included instructions specify. It has never been easier to stop fairing vibrations and

enhance your sound system with louder and clearer audio output.

So help your music-loving, Harley-riding customers make the most of their time on the road this summer and show them the Dynamat Custom Cut Kit!

Rydeen

Technology Your Customers will Use

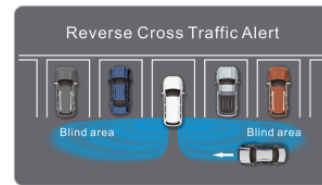
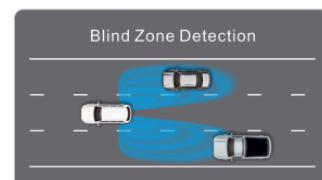
The BSS1LPB, Rydeen's most innovative Radar Blind Spot System, has quickly become one of their most popular units. It's no wonder. Drivers love to utilize safety features in their vehicles. According to a study by JD Power & Associates, 69% of vehicle owners with blind-spot warning systems indicate they use them every time they drive.

The BSS1LPB is based on microwave radar technology for extended distance and sensitivity. It adds an extra set of eyes and warns the driver if there are any vehicles in either blind spot before and during a lane change maneuver.

Rydeen's system uses GPS to initiate operation above 20 MPH, thus eliminating potential false alerts. Unlike other systems, it requires no drilling into the bumpers. Radar Sensor installs top or bottom of tag/license plate and alerts the driver with two compact LED Indicators mounted on the "A" Pillars and a small speaker. This Microwave system is more accurate than available ultrasonic-based sensor systems.

The kit also includes "Cross Traffic Detection Alert" for backing out of tight spaces where you can't see vehicles coming down the road before it's too late.

- High Accuracy Digital Microwave Radar Technology
- Two LED indicators for visual warning
- Buzzer speaker for audio warning
- GPS Antenna Included for Speed Sensing
- No drilling required
- Applicable for metal bumper vehicles (pickup trucks)
- Cross Traffic Alert while Reversing
- Works on all types of vehicles - trucks, cars, vans, and commercial.



Give your customers greater safety on the road with the BSS1LPB – and don't forget to ask about the other great products Rydeen offers.

The Best Marine-Grade Speakers with RGB Illumination!

powerbass

What better way to enjoy your day than out on the water while listening to music coming from your new favorite speakers? Speakers, by the way, that incorporate RGB illumination with 20 selectable colors and 19 lighting effects. Talk about setting the mood.

Powerbass has engineered the best musical reproduction solution with their XL Marine Grade Speakers. The Powerbass XL-POD10LR (**MSRP: \$759.99/pair**) long-range speaker pod and XL-62M (**MSRP: \$119.99 each**) are fine examples.

The XL-POD10LR are sold in pairs and great for Long Range listening as they feature an injection molded UV-Treated Polypropylene cone and an ultra-efficient compression horn tweeter guaranteed to let onlookers enjoy the sound.

The XL062M's feature UV inhibited Polyamide Baskets and Grills, Poly cone woofers, and Titanium tweeters along with computer-optimized crossovers that deliver the best sonic audio reproduction on the water.

Both units include an RGB remote for easy color and effects adjustment. Link up to 12 speakers (6 pairs) to the included RGB RF receiver and control them all, syncing colors and effects with a push of a button.

XL-POD10LR Features:

- Marine Grade 10" 2-Way Pod Speakers
- Injection Molded UV-Treated White Polypropylene Cones
- Water-tight TPU Surround
- Ultra Efficient Compression Horn Tweeter
- UV Inhibited Injection Molded Plastic Pod
- UV-treated Aluminum Mesh Grills
- Chrome Plated Die-Cast Swivel Clamp System
- Fits Tower Bar Sizes 2" - 2.75"
- Stainless Steel Hardware Included
- 4-Ohm System Impedance
- Sold in Pairs w/Mounting Brackets
- RGB Illumination with Selectable Lighting Effects
- RGB Remote Control Included
- Link up to 12 speakers (6 pairs) to one Remote Control



For more information on any of these great products contact your Cardinal Sales representative!