

Outdoor Retailer Template

Lisa Vella

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To: Lisa Vella <lvella@kicker.com>;

KICKER® *MADE FOR SHARING*

Dear _____,

My name is Lisa Vella and I work with Kicker. Have you heard of the brand? We're known for our automotive audio and enjoy #1 market share in aftermarket car audio speakers. The Kicker brand can be found in Best Buy, Walmart and other national retailers, and our demographics are very strong among younger people.

Over the past few years, the brand has been developing Lifestyle and personal audio products for active people who enjoy outdoor activities and want to bring their music with them. We've done the Outdoor Retailer Show and I think our lifestyle products might be perfect for _____. Our speakers and fitness headphones are ideal for outdoor use as they're designed for rough and tumble play and can handle getting muddy, wet or even full submersion under water. The BF100 can even be bolted onto a snowboard!

Here is a link to the [Kicker Lifestyle line](#) for you to take a closer look. I would love your feedback.

Thank you!

Best Regards,

Lisa Vella
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Kicker/Stillwater Designs
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