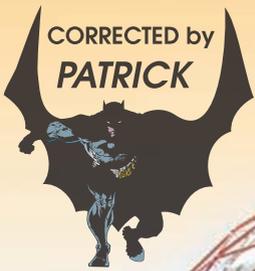


CORRECTED by
PATRICK



The Westin La Paloma, Tucson, AZ
April 15-18 2007

Text By **Mark Pereira** // Photos by **Mark Pereira** and **Pioneer Electronics**

The team at Pioneer Electronics has a long-standing history when it comes to success in car audio competition. It's no secret that the dominating Team Pioneer duo of Scott Owens and Kyle Witherspoon continue to break records and raise the bar, muscling their way into the very exclusive 180dB club. So when the crew at Pioneer told us they issued a car audio build-off challenge to their top 13 retailers using the latest Premier products, we promptly packed our bags for Tucson, AZ to soak up the sun and sounds at the Pioneer Road Show Demo-Vehicle Build-Off.

The goal was simple; each team had to build a sound quality (SQ) competition vehicle using the latest top-of-the-line Pioneer Premier audio products. Retailers participating in the build-off were provided with identical Premier audio systems to install in the vehicle of their choice, which resulted in a very diverse field of demo cars from custom sport compacts and chromed-out SUVs to a JDM Skyline and full-sized German luxury cars. A DEH-P880PRS head unit, PRS-D4100F 4-channel amplifier, two PRS-D1100M mono amplifiers, a pair of TS-C720PRS 6.5-inch component speakers and two TS-W3001D4 12-inch subwoofers were required to be used for each build with the ability to add more Pioneer products. No other manufacturers' audio products could be added to the system.

All 13 vehicles were built in a very short period of time, involving many late nights and energy drinks as most of Pioneer's top Premier dealers dedicated their regular business hours catering to customers. The final product had to make its way to the annual Pioneer dealer road show in Tucson, AZ where hundreds of Pioneer retailers gather for

annual product training and information sessions. Each demo car was put to the test, judged for the most realistic audio reproduction and evaluated by a dream team of legendary IASCA officials including Will Adcock, Moe Sabourin and Harry Kimura for creative installation and audio quality. Visit www.iasca.com for additional info, rules and event results.

The competition was fierce and included some impressive rides, installations and performance. Each dealer came prepared to do battle and the good folks at Pioneer added even more incentive with a fantastic awards dinner gala and some serious cash prizes up for grabs. Selecting just one winner couldn't have been easy, as

each team did their best to outshine one another for the ultimate bragging rights. After a long day of judging and a chance to participate in a few personal listening sessions, it was time to announce the big winner. The large group of dedicated Pioneer dealers gathered in the banquet hall of the scenic Westin La Paloma for the awards dinner and popular "Pioneer Idol" singing contest.

In the end, the ground-pounding 2007 Jeep Patriot from Audio Video Concepts of Kenner, LA came out on top, followed closely by the powerful 2004 Subaru WRX STI by Cartronics and the elegant 1999 Mercedes CLK built by Sound Sensations. The winner received the First Annual Pioneer Premier Reference Series Demo Vehicle >>



First-Place winner Vinh Nguyen representing for Audio Video Concepts



The Dream Team - IASCA Judges Will Adcock, Harry Kimura and Moe Sabourin alongside Pioneer Electronics' Matt Pekmezian



Scott Owens with his SPL record breaking Ford F-250



Build-Off trophy and a cash prize, while second through fifth place winners also received special recognition awards and cash prizes.

The weekend of mobile audio mayhem ended with the unveiling of the new interactive Pioneer-Dome, a major component of Pioneer's 'Best Seat in the House' marketing campaign designed to attract and entertain crowds at over 25 enthusiast events, including DUB, Hot Import Nights, Night Shift and NOPI. The massive Pioneer Dome also features a sweet 360-degree projector along the

entire ceiling of the 50-foot dome and a lounge area to sit back and enjoy live DJ performances. It looks like the creative minds at Pioneer have done it again, as the Annual Pioneer Mobile Electronics Road Show & Build-Off was a huge hit and we can't wait to see what's in store for next year. Congratulations to all of the supportive Pioneer dealers and talented installers for a job well done as they certainly deserve the recognition. Here's a closer look at each individual vehicle and the hard work that went into each build.

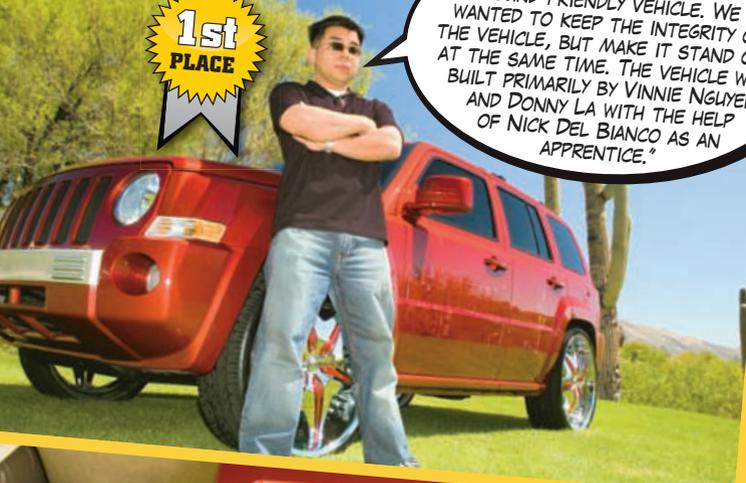
PAS



VEHICLE SPOTLIGHTS:

**2007 Jeep Patriot
Audio Video Concepts
Kenner, LA**

**1st
PLACE**



"WE FOCUSED ON AN ORIGINAL, CHALLENGING, AND SOUND-FRIENDLY VEHICLE. WE WANTED TO KEEP THE INTEGRITY OF THE VEHICLE, BUT MAKE IT STAND OUT AT THE SAME TIME. THE VEHICLE WAS BUILT PRIMARILY BY VINNIE NGUYEN AND DONNY LA WITH THE HELP OF NICK DEL BIANCO AS AN APPRENTICE."

**2004 Subaru WRX STI
Cartronics
Santa Rosa, CA**

**2nd
PLACE**



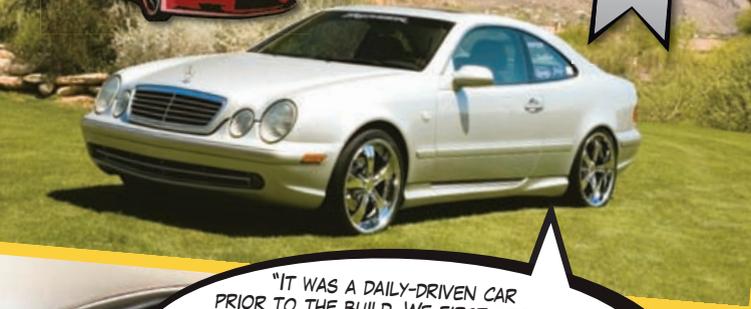
"WE ORIGINALLY WERE TO INSTALL A NEW MOTOR AND A BASIC SYSTEM, BUT THEN WE HAD THE OPPORTUNITY TO BE INVOLVED IN THE PIONEER BUILD-OFF AND KNEW THIS WOULD BE THE PERFECT CAR. THE SYSTEM WAS BUILT WITH BLOOD, SWEAT, TEARS AND A LOT OF HEART!"





1999 Mercedes CLK-430
Sound Sensations
Marietta, GA

3rd PLACE



"IT WAS A DAILY-DRIVEN CAR PRIOR TO THE BUILD. WE FIRST SECURED THE NECESSARY SPONSORS TO HELP OUT WITH MATERIALS FOR THE BUILD: DYNAMAT, STREETGLOW, STINGER, AND VIPER. A TEAM OF THREE INSTALLERS WORKED AROUND THE CLOCK FROM DAY ONE TO COMPLETE THE SYSTEM."



2003 Audi A6 2.7t
Car Concepts
Salt Lake City, UT

4th PLACE

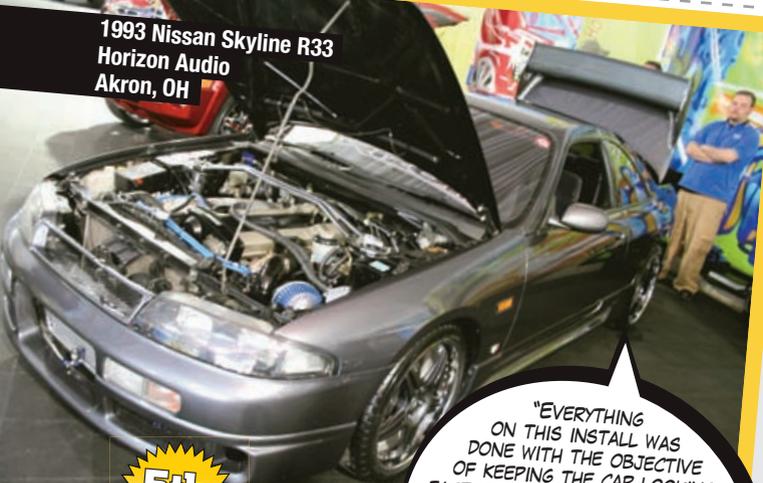
"WE SET OUT TO BUILD A SYSTEM THAT WAS CAPABLE OF THE VERY FINEST SOUND REPRODUCTION WHILE RETAINING THE LOOK, FEEL AND FUNCTIONALITY OF THE OEM INTERIOR. WE WANTED TO BUILD A VEHICLE THAT COULD STILL BE A DAILY DRIVER FOR ANY OF OUR HIGH-END CUSTOMERS: PEOPLE WHO HAVE CHILDREN, WHO GOLF, WHO NEED TO TAKE A TRIP TO THE GROCERY STORE."



1993 Nissan Skyline R33
Horizon Audio
Akron, OH

5th PLACE

"EVERYTHING ON THIS INSTALL WAS DONE WITH THE OBJECTIVE OF KEEPING THE CAR LOOKING FACTORY TO SAVE ON ITS OVERALL VALUE. THE SOUND QUALITY IS FANTASTIC AND WE ENDED UP PLACING 5TH IN THE PIONEER BUILD-OFF. FOUR OF OUR SPECIALISTS DID ALL THE WORK AFTER HOURS SO WE COULD STILL TAKE CARE OF CUSTOMERS DURING THE DAY."



2004 Chrysler Crossfire
6th Avenue Electronics
Springfield, NJ

PEOPLE'S CHOICE AWARD

"THE BUILD TOOK EXACTLY THREE WEEKS TO BUILD FROM START TO FINISH (THIS INCLUDED ALL BODY AND PAINT WORK). THERE ARE FOUR TEAM MEMBERS TO CREDIT FOR THEIR INVOLVEMENT ON THIS BUILD: DON BARROS, ANTONIO MONTEIRO, GUIDO PEDRAZA, AND ANDRES MORENO."





HONOURABLE MENTION

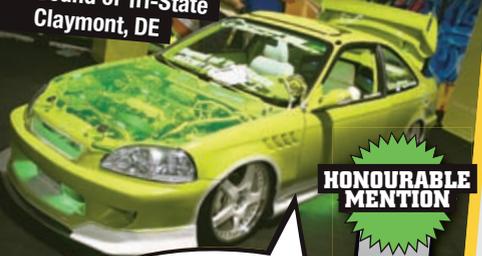
2007 Chevrolet Avalanche
ABC Automotive & Electronics
Elk Grove Village, IL



"THE OBJECTIVE WITH THIS VEHICLE WAS TO 'PREMIERE' THE PIONEER PREMIER PRODUCTS AS WELL AS TO CREATE A VEHICLE THAT HAD A WOW FACTOR FOR FUTURE SHOWS AND LOCAL EVENTS. OUR THEME WAS A GENERAL RACE-INSPIRED THEME WITH CHECKERED FLAGS, CARBON FIBRE AND CUSTOM LIGHTING."

abcautoelectronics.com

1997 Honda Civic EX
Sound of Tri-State
Claymont, DE



HONOURABLE MENTION

"THE CAR IS NOT A DAILY DRIVER BUT IS A CUSTOM SHOW CAR. THE MAIN GOALS OF THIS CAR AUDIO PROJECT WERE TO GENERATE THE BEST SOUND POSSIBLE, AS WELL AS ENHANCE THE CIVIC'S OVERALL DISPLAY."



2007 Jeep Grand Cherokee SRT8
Lotts Auto Stereo
Santa Cruz, CA



"OUR GOAL WAS TO BUILD A SYSTEM THAT LOOKED LIKE IT BELONGED IN THE VEHICLE, SCORED WELL AT IASCA EVENTS, AND MOST IMPORTANTLY SOUNDED INCREDIBLE. RON HEADED UP THE PROJECT WITH MANY OF THE LOTTS STAFF VOLUNTEERING EXTRA HOURS FOR THE TWO MONTHS IT TOOK TO BUILD."

HONOURABLE MENTION



1998 BMW 745i
CJ Sounds
Houston, TX

HONOURABLE MENTION



"WE HAD A BIG TRUNK AND NOTHING IN IT, PLUS A VERY SHORT TIME TABLE TO GET EVERYTHING DONE. WE NEEDED TO DECK IT OUT BUT AT THE SAME TIME KEEP IT CLASSY AND CLEAN BECAUSE WE WERE WORKING ON A BMW AFTER ALL."



1997 Honda Civic EX
Sound of Tri-State
Claymont, DE

HONOURABLE MENTION



"WE STARTED OFF RUNNING CABLES AND INSTALLING DYNAMAT ON THE ROOF, FLOOR, TRUNK, AND DOORS. AFTER THAT WE INSTALLED THE DOOR SPEAKERS AT THE EXACT ANGLE WE ENVISIONED. WHEN WE HAD THE SPEAKERS WHERE WE WANTED THEM, WE FINISHED THE DOOR PANELS OFF WITH FIBREGLASS AND VINYL WITH A CUT-OUT WINDOW FOR THE CROSSOVERS."



2003 Dodge Stratus
Brothers Sound Electronics
San Antonio, TX



"THE BUILD TOOK AROUND A WEEK AND INVOLVED THE EFFORT OF TWO BROTHERS EMPLOYEES: RICK AND DAVID. THE OVERALL VISION FOR THE ENTRY WAS TO BUILD A VEHICLE THAT SOUNDED GREAT AND AESTHETICALLY MAINTAINED A PIONEER THEME VIA RED AND WHITE BRAND COLOURS THROUGHOUT THE VEHICLE."

HONOURABLE MENTION



2006 Dodge Charger
Sound Waves
Memphis, TN

HONOURABLE MENTION



"TWO OF THE PRIMARY OBJECTIVES IN THE DESIGN OF THE SOUND SYSTEM WERE TO MAKE IT STEALTHY AND TO CONSERVE AS MUCH TRUNK SPACE AS POSSIBLE. THE CAR WAS COMPLETELY BUILT BY OUR STAFF - NONE OF THE WORK WAS OUTSOURCED."

