Cobra Electronics Corporation (NASDAQ: COBR), the leading designer and marketer of award-winning automotive, mobile and consumer electronics, today announced it will preview the Cobra iRadar® ATOM™ at the 2013 International CES in Las Vegas, Nevada held January 8-11, 2013 in booth #9417 in the Central Hall and #4937 in the North Hall. Cobra will feature the iRadar ATOM along with its complete 2013 product line throughout the show, including its 2013 CES Innovations Design and Engineering award-winning iRadar S-Series. The Cobra lineup will also be on display at CES Unveiled: The Official Press Event of the International CES from 4-7 p.m. on Sunday, January 6 in the South Seas Ballroom C at Mandalay Bay.

Cobra iRadar ATOM – The Latest Breakthrough in Radar Detection

Based on the award-winning and universally compatible iRadar system, the iRadar ATOM is the smallest and most powerful radar/laser/camera detection system ever developed by Cobra. By leveraging advances in system design and component engineering, the iRadar ATOM boasts a footprint that is 35 percent smaller than the previous iRadar models, making it the smallest, most compact detector on the market while offering double the detection performance. When connected with the companion app, the iRadar ATOM allows the iRadar users to share alerts in real time with other members of the iRadar community.

In addition to setting a new benchmark among detection systems for its compact footprint, the iRadar ATOM delivers the power and performance of detectors costing hundreds more.

Cobra iRadar ATOM Key Features and Highlights:

- The iRadar ATOM surpasses its predecessor, the wildly popular...
iRadar 200, by packing in double the performance into the smallest radar unit available today.

- iRadar ATOM pairs via Bluetooth® with the companion Cobra iRadar App to offer the industry’s most compact detector unit combined with the largest display — your iOS or Android based smartphone. Together, the new system takes detection technology to new heights while delivering the ultimate in driver situational awareness.

- The iRadar ATOM includes access to the iRadar Community, giving users the power to share reports and warn other users of live police, caution areas and photo enforcement areas nearby. Now, drivers can rely on a rapidly expanding community of detectors to be alerted accurately and reliably of caution areas, red light cameras and enforcement threats around them in real time.

- The Cobra iRadar Community is rapidly approaching 1 million app downloads and averaging 1.1 million user-reports per month.

“Cobra is pleased to be showcasing the latest addition to the iRadar family with the iRadar ATOM,” said Brian Hosler, category manager of iRadar/App Accessories and EMEA markets for Cobra. “The upgrades to the ATOM are unsurpassed and Cobra is proud to be setting yet another benchmark in radar detection by simultaneously improving both sensitivity and reducing size. The iRadar ATOM truly delivers the ground-breaking performance and convenience that iRadar users have come to expect from Cobra.”

**Pricing and Availability**

The iRadar ATOM will be available beginning in Q2 2013 at a suggested retail price of $199.95. For more press information please visit cobra.box.com/presskit.

**About Cobra Electronics:**

Cobra Electronics is a leading global designer and marketer of communication and navigation products, with a track record of delivering innovative and award-winning products. Building upon its leadership position in the GMRS/FRS two-way radio, radar detector and Citizens Band radio industries, Cobra identified new growth opportunities and has aggressively expanded into the marine market and has expanded its European operations. The Consumer Electronics Association, Forbes and Deloitte & Touche have all recognized Cobra for the company’s innovation and industry leadership. To learn more about Cobra Electronics, please visit the Cobra site at www.cobra.com. Follow Cobra on Twitter at www.twitter.com/CobraElectronic and Like Us at www.facebook.com/CobraElectronics.