Cobra Electronics Displays its Newest Lineup of Product Innovations at 2014 International CES

CHICAGO, IL — January 2, 2014; Cobra Electronics Corporation (NASDAQ: COBR), the leading designer and marketer of award-winning automotive, mobile and consumer electronics, will demonstrate its complete lineup of new and innovative consumer electronics products and accessories at the 2014 International CES in Las Vegas, taking place January 7-10 at the Las Vegas Convention Center. Among them, the company will highlight its CES Innovations 2014 Design and Engineering Award honoree: the Cobra SPX 7800BT. This latest offering in radar technology from Cobra Electronics is the world’s smallest and most powerful radar detector ever brought to market. Attendees will also get a first look at new offerings that expand the company’s Driver Enthusiast, Professional Driver, Outdoor Recreationist and Boater product categories.

WHERE TO FIND US AT CES:

Attendees can find Cobra Electronics at booth #9417 in the Central Hall throughout the show.

PRESS EVENT SCHEDULE/LOCATIONS:

Cobra will also take part in two of the leading press events at 2014 International CES:

CES Unveiled, The Official Press Event of the International CES from 4-7 p.m. on Sunday, January 5 in the South Seas Ballroom C at Mandalay Bay.
New Products from Cobra in 2014:

Cobra representatives will be on-hand throughout the week’s events to preview all of its leading-edge consumer electronic innovations for driver enthusiast, professional driver, outdoor recreationist and boater customers for 2014 including:

CES Innovations 2014 Design and Engineering Award Honoree Cobra SPX 7800BT

Cobra’s latest in radar detection technology includes the supercharged SPX 7800BT, the world’s smallest radar detector that offers more than double the detection range and performance of previous models. The SPX 7800BT offers IntelliShield™ quad-level false signal rejection, pin-point radar frequency, auto mute/IntelliMute™/IntelliMute Pro™, super-charged LaserEye™ 360 laser detection, 5-level graphical signal strength meter, voice alert, car battery voltage display, low car battery warning and super-bright white OLED graphics display. The SPX 7800BT also features user-selectable color themes and access to the Cobra iRadar® Community, the world’s largest and most active detection community in the world, for live speed trap data via smartphones. The SPX 7800BT is available now for a retail price of $229.95.

Drive HD Series Dash Cams

To deliver peace of mind, security and even some entertainment, Cobra’s series of Drive HD Dash Cams record everything drivers see in full 1080P HD video. It’s a crazy world out there and Drive HD Dash Cams are the perfect solution to continuously record your surroundings and keep you and your vehicle safe and secure. An embedded G-Sensor automatically saves clips where an impact has been detected, with the high end model including GPS to simulcast your precise location on a Google™ Map along with your video. Drive HD Cams also take 12 megapixel still shots and all images and videos can be viewed on a TV or Computer. Cobra’s Drive HD Series is available now for a retail price ranging from $119.95-249.95.
Cobra AirWave™ Series

Cobra has utilized Bluetooth® wireless technology to enhance lifestyle products with the Cobra AirWave™ Series. The models Cobra AirWave 360, AirWave Box and AirWave Mini are all enhanced with Bluetooth technology and designed to be a hands-free portable speaker and speakerphone. The Cobra AirWave™ 360 is a portable 8” Bluetooth surround sound speaker that features Siri/S Voice enablement and gesture control for enhanced 360-degree sound quality with up to 20 hours of music playback. The Cobra AirWave Mini features a weatherproof resistant exterior (JIS4), while the Cobra AirWave Box utilizes a rugged, floating-waterproof design (JIS7) for immersion in water and features a rechargeable battery and soft-touch rubber wrap for extra guarded protection. Both the AirWave Box and AirWave Mini have up to ten hours of music playback and up to 120 hours of standby time.

The Cobra AirWave 360 is available now for a retail price of $129.99.

The Cobra AirWave Mini is available in February for a retail price of $39.99.

The Cobra AirWave Box is available in March for a retail price of $79.99.

Cobra HH450 DUAL Marine Radio

The HH450 DUAL is a waterproof, All-Terrain-Radio™ for year round, multipurpose use. This rugged and compact, floating marine radio unit includes Cobra’s exclusive Rewind-Say-Again® feature and both marine VHF and walkie-talkie GMRS technology for higher-powered functionality. The radio features selectable options between low, medium and high power for short and long range communication, plus access to weather alerts with Specific Area Message Encoding (S.A.M.E.) for threatening weather nearby. The unit also has a noise-canceling microphone for crystal clear conversations. The Cobra HH450 Dual is available in February for a retail price of $129.95 and will also come in RealTree™ CAMO pattern.

Cobra CWR 200

Cobra’s CWR 200 is an All-Hazards-Alerts weather radio that has been designed with ruggedness and harsh conditions in mind, and includes access to 10 NOAA weather
channels and S.A.M.E. alerts. Built with large, rubberized grips on either side, the CWR 200 comes with a built-in LED flashlight that allows the user to illuminate surroundings no matter the lighting conditions and a “TORNADO” button that limits unwanted interruptions for easy programming and only notifies users of tornado related warnings. Additional benefits include a USB charging output to allow users to charge the device even in a power outage and a dot matrix LCD to provide a greater ease-of-use when navigating through the menus. The Cobra CWR200 is available in April for a retail price of $39.95.

**Cobra 8500 PRO HD GPS Navigation System**

The 8500 PRO HD Navigation System is Cobra’s most advanced GPS navigation device for professional drivers with a completely redesigned, intuitive user interface and software with an enhanced map and graphics. Added features include exclusive live diesel fuel prices, live weather from Velocity Weather®, Google Search via Wi-Fi, Junction View with Lane Assist, state mileage log, trip cost calculator and hours-of- service timers, along with lifetime access to Cobra’s AURA® database of speed/red light cameras, known speed trap locations and nearby dangerous intersections. With an ultra-bright, seven-inch touch screen display, this model offers the sharpest display on the market. The Cobra 8500 PRO HD is available now for a retail price of $399.95.

**Cobra CPP Solar/Portable Power Series**

Cobra has utilized solar panel energy to create long-lasting power products with the Cobra CPP Series. Both models, the Cobra CPP 100 and CPP 300 integrate high efficiency solar panels and allow users to charge their mobile devices multiple times. Both models feature a 6000 mAh Li-ion battery and can be charged using both the solar panel and USB port. The Cobra CPP 100 includes a 2.1 Amp Outlet and LED Battery Status Indicator. The Cobra CPP 300 features an LCD Battery Status Indicator, Micro USB Output 1A and Dual USB Outlets with 2.1A and 1A Outputs. The Cobra CPP 100 and 300 will be available in February with retail ranging from $49.95-$79.95.

**Cobra CXT 1035 Floating Walking Talkie Radio**

The CXT 1035 is a compact, versatile two-way radio for year-round use and up to a 37
mile range. This rugged, floating GMRS/FRS radio offers access to NOAA Auto All Hazard Weather and Emergency Radio alerts and features Cobra’s exclusive Rewind-Say-Again® for up to 20 seconds of playback of a missed transmission. The radio includes an LED flashlight, VibrAlert, rubberized grips and comes available in RealTree™ Max 4 CAMO pattern. The Cobra CXT 1035 will be available April for a retail price ranging from $99.95-$109.95.

**Cobra JumPack™**

With plenty of power to jump start most vehicles or power up iPhones and other accessories, Cobra’s portable powerpack, the Cobra JumPack™ is ideal emergency power for a home, vehicle or outdoors. Featuring a 200A starting current, 400A peak current, 2.1 Amp USB Output and a 7500 mAh Li-Cobalt Battery with an LED battery status indicator, the CPP 7500 offers users the reliability and convenience to charge multiple devices during low battery levels and is ideal for travel and multipurpose use. The Cobra CPP 7500 is available in April for a retail price of $129.95.

**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](http://www.cobra.com). Follow Cobra on Twitter at [www.twitter.com/CobraElectronic](http://www.twitter.com/CobraElectronic) and Like Us at [www.facebook.com/CobraElectronics](http://www.facebook.com/CobraElectronics).