COBRA ELECTRONICS LAUNCHES NEW STREAMLINED WEBSITE

Showcasing a new design and easier navigation, the new www.cobra.com enables users to view Cobra Electronics’ entire line of products. Boaters can explore Cobra’s marine radios and accessories under the dedicated marine electronics tab.

The site is conveniently organized into product categories, as well as lifestyle categories to make it easier for users to see everything they need for a specific activity, such as spending a day on the water or taking a road trip. Each product category is then divided into sub-categories for quick location of a specific product or to see a general overview of a category.

Other features include simple, one-click adding of products to the shopping cart and product registration. Customers can now also post product reviews online for other potential buyers.

Users can get the latest info from Cobra by following the company on Facebook and Twitter via links on the homepage. A page for Frequently Asked Questions provides assistance and users can contact Customer Service through the site.

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

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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 or become a fan at www.facebook.com/CobraElectronics.

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