

Metra®

Metra
Jeep® Accessories

RAPTOR

TSPEC

InstallBay
INSTALLATION HARDWARE

SHURIKEN
AGM RECHARGEABLE BATTERIES

SaddleTramp

AXXESS
INTEGRATE

Metra
Marine

iBEAM
VEHICLE SAFETY SYSTEM

HEISE
LED LIGHTING SYSTEMS

JAMMIN'™

DAYTONA LIGHTS

MPS

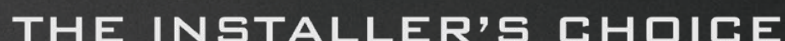
Ballistic

BRAND GUIDE | METRAONLINE.COM

WELCOME TO METRA ELECTRONICS THE INSTALLER'S CHOICE

With a commitment to quality over quantity, Metra continues to be the leading manufacturer of installation accessories for mobile electronics and home theater. For over 75 years Metra has continued to design, engineer and produce the most innovative products in the industry. This level of innovation through R&D and engineering is unsurpassed and continues to develop ground-breaking technologies. Living up to the Metra tagline "The Installer's Choice", Metra continues to keep the installer and end-user in mind when developing time saving and factory finished products. From the simplest of parts like crimp connectors and tape to the most complicated, integrated dash kits and vehicle lighting, Metra has their customers covered.





We are here for you! Should you have pre-sale questions about what will fit your application or which products are required for your installation, our friendly technical support team can help. During your installation, we'll be available every step of the way to help you solve any issues that may arise.

Give us a call and you won't speak to an overseas call center of people reading from scripts. Our technical support team is located in the Metra Electronics corporate headquarters in Holly Hill, FL. This allows our team to work closely with the same people who developed and engineered our products.

We provide knowledgeable answers and fast support.

techsupport@metra-autosound.com



AVAILABLE 7 DAYS A WEEK

1.800.253.TECH (8324)

1.386.257.1186

CELEBRATING

75
YEARS
OF INNOVATION



InstallBay
INSTALLATION HARDWARE

T-SPEC®

INSTALLATION ACCESSORIES
RAPTOR



Metra
Jeep® Accessories

Saddle Tramp

SHURIKEN
AGM RECHARGEABLE BATTERIES

DAYTONA  LIGHTS™

Ballistic

AMMO TENNA





1950-1970s

Giant presses pounding out heavy-gauge steel to make metal install kits, originally clad with vinyl, and eventually covered with a plastic trim plate. The DIN radio had not yet been introduced, so all kits were set up for 2-shaft radios.



1980s *Turbo Kits*

Installers could quickly install two-shaft, DIN, or ISO-DIN radios without fabricating custom parts, making them fit seamlessly into the dashboard with plastic kits.



1990s *Turbo Kits*

Integrated parts with the ability to retain factory climate controls or airbag lights were added to plastic kits.



2000s *Turbo2*

These first fully-integrated kits were engineered to replace more than just the factory radio. Metra designed aftermarket climate controls into the plastics to allow for new radio installations. Laser-etched buttons, small display screens, airbag and seatbelt indicators, and other important functions were built into the Turbo2® kits.

CELEBRATING

75
YEARS
OF INNOVATION

EVOLUTION IN RADIO REPLACEMENT KITS

75+ years and hundreds of dash kits later, Metra Electronics continues to innovate and adapt to changing vehicle technology, providing installers with a wide range of solutions for radio replacement. Our headquarters in Florida is a state-of-the-art facility that uses the highest quality ABS plastics and injection molding machines. The result is a seamless factory dash that has the contours, paint, texture, and fit of the OEM original. We're proud to make more dash kit solutions - that fit more vehicle applications - than anyone else in the world. It's why we've been known as "The Installer's Choice®" for more than 75 years.



2010s *TurboTouch*

Touchscreen technology becomes popular with many drivers who prefer the sleek, high-tech look over factory-style hard buttons. TurboTouch® kits include a built-in 4.3" touchscreen that can be personalized to control most of the OEM features of aftermarket radios without the need for additional integration products.



2018 *TurboTactile*

For drivers who prefer hard buttons but want to upgrade to an aftermarket radio, Metra's TurboTactile™ kits with hard buttons replace the factory climate controls. These kits are designed to match the OEM styling and retain most of a vehicle's original features without the need for additional integration products.



2019 *TouchTronix*

TouchTronix™ kits that utilize laser-etched plastics and custom lighting to display climate control functions make their debut. These hard button features are engineered to accommodate a specific space in the factory dashboard that would not be suitable for a display or touchscreen, offering a sleek alternative.



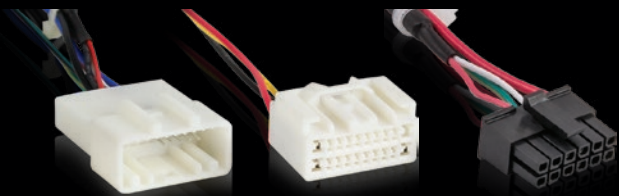
TODAY *TouchTotal*

Metra continues to expand its dash kit lineup to include more vehicle applications than ever before. For drivers who prefer the best of both worlds, Metra introduces new dash kit styles that include both factory-style hard buttons and touchscreen displays.

METRA AUTOMOTIVE INSTALLATION ACCESSORIES

TURBO WIRES®

Metra's Turbo Wire Harnesses deliver quality and reliable performance for the industry's widest range of applications. All Turbo Wire Harnesses feature OEM-quality terminals for the most secure connection between terminals and the connector - a superior design feature.



INSTALLER WORKS®

Metra's Installer Works includes all the items that make installations easier while providing the extra polish that sets your work apart from the norm. From speaker adapter plates to universal ABS blank panels, Installer Works offers top quality for the best installation every time.



ANTENNAWORKS®

Because you're an installer, you know there's much more to an antenna than the mast. Metra's Antennaworks aftermarket antennas are designed and engineered as a complete system that functions seamlessly in every application and every weather condition.



AMMO-STYLE ANTENNA MASTS

AmmoTenna antenna masts are replica .50 caliber and .30 caliber ammunition made of high-grade T6061 billet aluminum. A 20" replica arrow mast is also available. All models come in a variety of cosmetic finishes to fit your personality. These antennas will fit most vehicles with a removable ROOF or FENDER mast. We provide multiple adapters to ensure the product fits your vehicle, with additional adapters available upon request if your vehicle is not on our list. Contact us, and we will gladly provide you with the correct adapter.



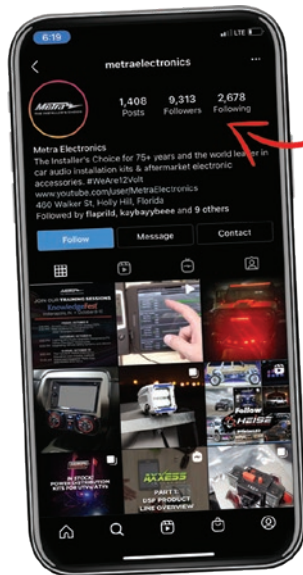
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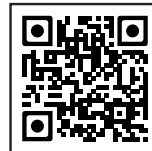


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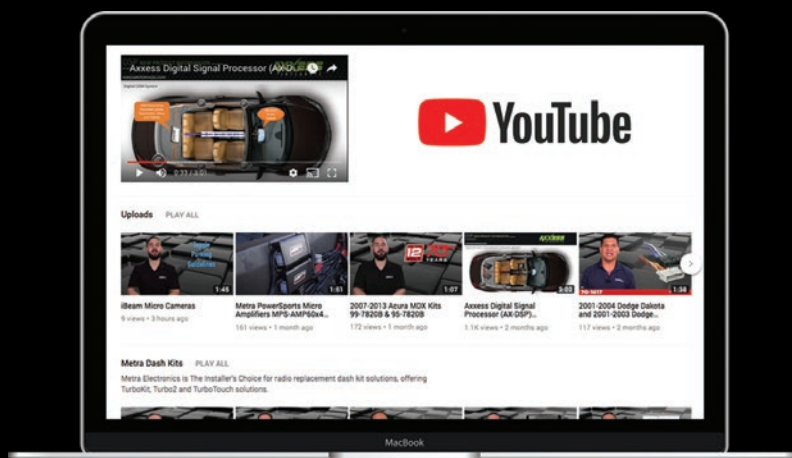
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AUTO-DETECT

The Axxess Auto-Detect System is a revolutionary way to install aftermarket radios in vehicles that require a data interface. Axxess interfaces do it all! Each interface auto-detects the vehicle it is connected to and automatically configures itself to work perfectly with that vehicle. The next step is to simply plug in one of Axxess' harnesses - designed to cover 100s of vehicles - and you're done!

ACCESSORY RETENTION SYSTEM

The Axxess Accessory Retention System allows factory steering wheel controls and other features to be retained during the installation of aftermarket radios in vehicles that require a data interface. Each interface auto-detects the vehicle it is connected to and automatically configures itself to work perfectly with that vehicle.

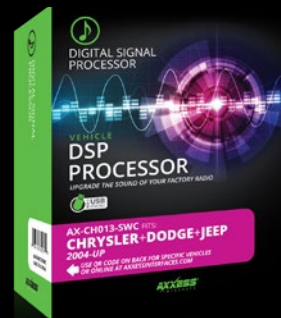


STEERING WHEEL CONTROL INTERFACE

One Steering Wheel Control Interface that does it all. Imagine installing a steering wheel control interface that automatically knows what vehicle it's in, what radio it's hooked up to, and preset the controls for you.

INTERFACES

Axxess offers a full line of interfaces and harnesses for most vehicle-specific solutions. Easily retain OnStar®, Bluetooth®, amplifiers, chimes, and more when changing factory components.



CABLES & ADAPTERS

Whether it's an aftermarket radio with a CD changer or rear USB input, there is a good chance Axxess has a cable or adapter for you! Check out our cables that support some of the top names in the business, including Alpine, Pioneer, Sony, Kenwood, and more.



RETAIN STEERING
WHEEL CONTROLS



REPLACE
FACTORY RADIO



ADD CAMERA
TO OEM



ADD AMP TO
FACTORY RADIO



DEVICE
CONNECTION



DIGITAL

AS VEHICLE TECHNOLOGY BECOMES MORE COMPLEX, WE DELIVER SMART, SIMPLE SOLUTIONS

Metra's next-generation DSPs from Axxess offer an onboard digital amplifier, turn-on capability, and built-in technology that interfaces with a wide range of OEM or aftermarket systems. These universal DSPs include plug-n-play harnesses and are a fast and cost-effective solution for improving sound quality.

RETAIN FEATURES WITH A BUILT-IN INTERFACE

Utilizing Axxess' data interface technology, the AXDSP-X goes beyond what a traditional DSP can do and retains many of the features commonly lost when upgrading a sound system. For example, voice prompts, parking sensor chimes, and other factory chimes are retained with adjustable volume control that many traditional DSPs cannot offer. As a result, this is a cost-effective solution for customers who want to retain their factory radio and improve their vehicle sound quality while retaining systems like SYNC® or OnStar®.

ONE SOLUTION, MANY APPLICATIONS

Axxess DSPs work with a wide range of vehicle applications and systems, including OEM or aftermarket radios. The level audio or analog audio has been fixed, in addition to non-amplified vehicles that do not have chimes.

AXDSP-X

Installers have full tuning control with 10 individually assigned output channels and an option to password-protect the settings via a smartphone app.

- 31-band graphic EQ or 5-band Parametric EQ
- 6 inputs, 10 individually assignable outputs
- Independent equalization on each output
- Independent high pass, low pass, and bandpass filters
- Available in a water-resistant enclosure as AXDSPX-WR

AXDSP-L (LITE)

Just the essentials. This is a simple, cost-effective solution for upgrading a sound system when six channels of analog audio signal are desired.

- 4 inputs and 6 outputs, including front, rear, and subwoofer
- Front and rear outputs can be delayed independently up to 10ms

INSTALL MULTIPLE CAN-ACTIVATED CAMERA FEEDS TO THE FACTORY RADIO

The AXAC series solves installer challenges when integrating aftermarket cameras to the OEM radio. For applications with an existing backup camera that are adding front and side cameras to the OEM radio, the universal AXAC series will provide up to three additional camera inputs to the factory radio and still retain the factory camera. AXAC series interface technology allows the cameras to function automatically for parking assistance when commands are available on the CANBUS. In this instance, no human interaction is required to display the camera feeds unless desired. If the factory system does not already include a rearview camera, the AXAC series interface can also be used to add up to four CAN-activated camera inputs to the factory radio. Vehicle-specific harnesses allow for even faster plug-n-play installation.



NEW AND EXCITING PRODUCTS

Axxess has expanded its product line to include additional vehicle applications for popular integration solutions. Launched this year are new vehicle-specific DSP packages, MOST25 audio system interfaces, Total Control series interfaces, a backup camera retention harness, interfaces designed for Pioneer® radios, OnStar® retention interfaces, and more. These new integration accessories are designed to help installers deliver upgraded sound systems and everyday convenience to drivers.

AXDSPX-TES1 TESLA 2021-UP

- Designed for Tesla amplified systems
- A2B data interface with built-in AXDSP-X
- Includes an amplifier bypass harness
- Retains factory chimes, including parking sensor chimes
- Selectable 31-band graphic EQ or 5-band parametric EQ
- 10 individually assignable outputs
- Independent equalization on each of the 10 outputs
- Independent high pass, low pass, and bandpass filters
- Each channel can be delayed independently up to 10ms
- Clipping detection and limiting circuits
- Settings adjusted via free app for smart phones or tablets
- Read, write, and store configurations for future recall
- Password protect feature available in the mobile app
- Micro "B" USB updatable



AMP BYPASS
HARNESS



KEEPS FACTORY
CHIMES



RETAINS VOICE
PROMPTS



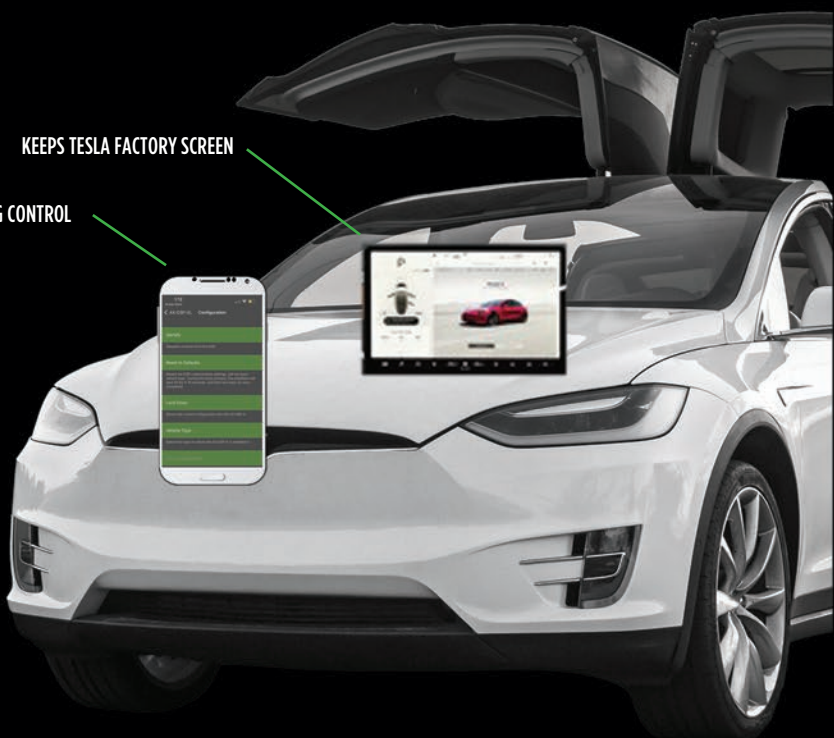
FREE DOWNLOAD
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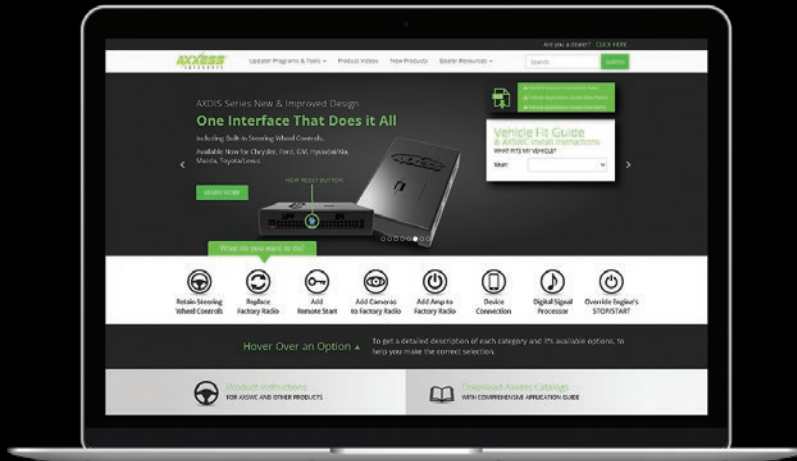


FREE DOWNLOAD
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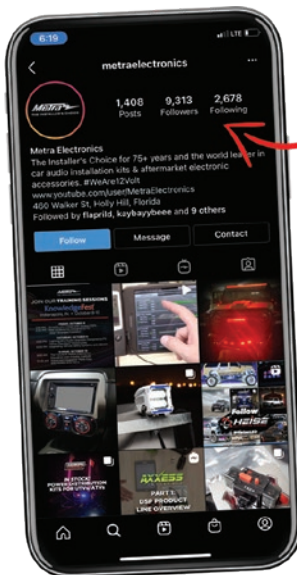
COMPLETE TUNING CONTROL



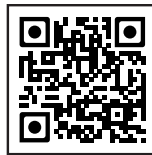


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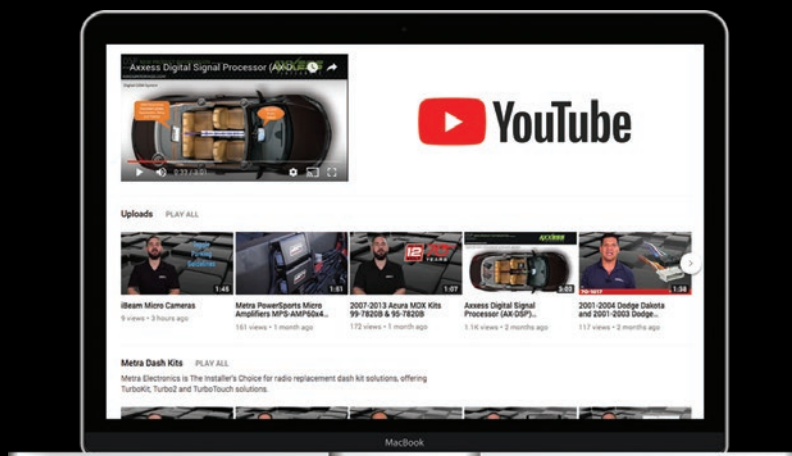


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HIGH PERFORMANCE LED LIGHTING

Heise LED Lighting Systems offers auxiliary and accent lighting products with a wide range of reliable off-road solutions. We've engineered lights for everything from cars, trucks, and Jeeps® to powersports applications, boats, recreational vehicles, construction equipment and even commercial fleets. Heise's product line of bright, durable, state-of-the-art LED lighting systems continues to grow, making it one of the top global leaders in the lighting market. Metra's history, experience and approach to engineering and manufacturing ensures that our products stand out among the competitors and are the highest quality lights available.



BETTER CONSTRUCTION, INSIDE AND OUT

Heise's off-road lights are exclusively developed and manufactured to meet all international standards. Our lightbars integrate advanced thermal management, short circuit and open circuit protection and many other innovative features to repel moisture and extend the overall life of the product. Off-road lights are designed with virtually unbreakable materials to withstand the elements in even the harshest environments. Rest assured that these lights can get hit, banged up, shaken or wet - without fear of failure. Heise lightbars are torture-tested and backed by our limited lifetime warranty. We froze, shot, cut, dropped and shook our lightbars but the LEDs continued to shine.



VERSATILE LIGHTING OPTIONS: RGB, RGBW AND CHASING LEDS

For installers who want to add brilliant, colorful LED lighting to a vehicle, Heise has LED strip lights, expandable wheel rings, headlights, rock light kits, lightbars, cube lights, and more from our RGB, RGBW, and Chasing LED product lines. Our history, experience, and approach to engineering and manufacturing ensures that our products stand out among the competitors and are the highest-quality lights available. Heise Connect LED lighting products work with the Heise Connect mobile app for smartphones and tablets to allow users to remotely control their vehicle lighting from the palm of their hand.

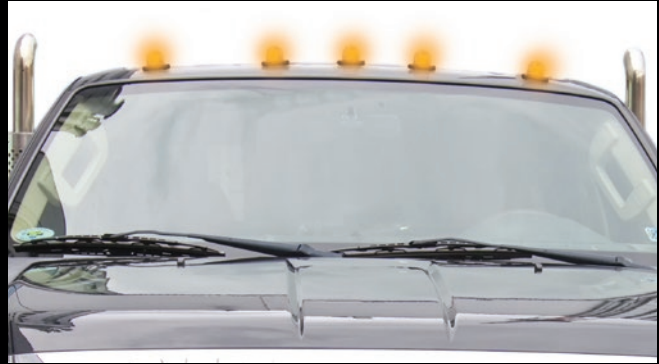


The app automatically wirelessly connects and detects if a product connected to the control box is RGB, RGBW, or Chasing, allowing groups of all products to be used and controlled within the same mobile app. Users can choose from 16 million RGB color options and a true white light color option available with RGBW products. They can also select from 24 pre-programmed patterns for RGB and RGBW, and 170+ pre-programmed moving patterns for Chasing. The app includes many more features to provide complete personalization of vehicle lighting, including a DIY pattern option for Chasing products that allows for selecting up to 16 colors and 3 motion effects.



MUNICIPALITY SERIES

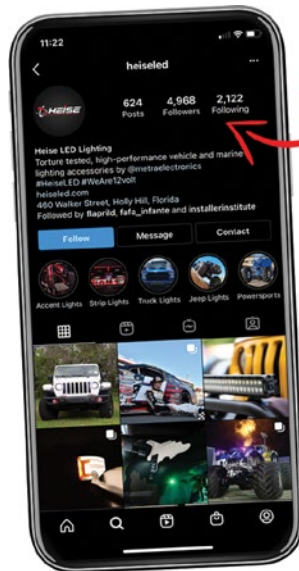
These LED lighting products are designed for government, construction, and emergency vehicles. These universal lights are designed for any fleet, commercial vehicles, or heavy equipment requiring a powerful visual alert. With a water-resistant IP67 rating, aluminum housing, and polycarbonate lens, Heise's municipality lights are durable and built to withstand all weather conditions, year after year.





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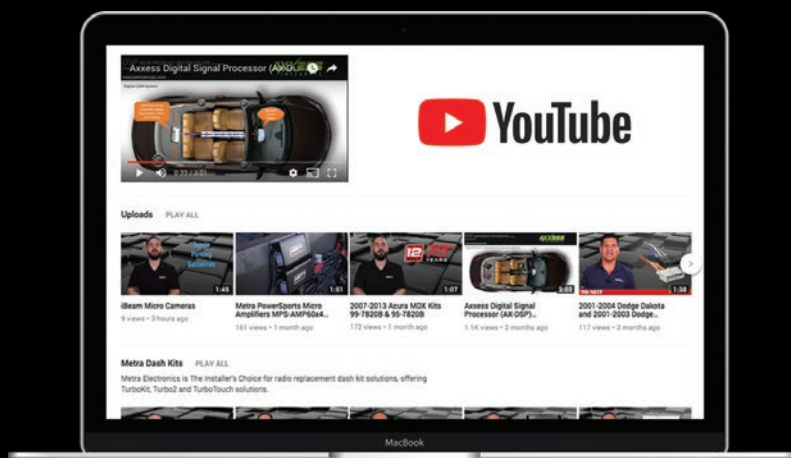
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EVERYTHING YOU NEED FOR YOUR INSTALL BAY

The Install Bay provides a one-stop source for installation professionals with a comprehensive line that includes everything required to achieve even the most technically demanding install. Down to the smallest item, these products incorporate the best available materials and construction for installation ease and years of reliable use. The Install Bay covers the entire range of installation needs - from the basics to advanced custom fabrications. The Install Bay experience is all about value. Our brand strives to be your means for affordable, professional 12volt installations.

GET NOTICED

Custom displays are more important than ever for today's retailers. Studies show that about 70% of all brand purchase decisions are made in-store, and that in-store sales have increased as much as 65% when custom display materials are used. The study also compared sales of one brand that consistently uses stock materials to another that uses custom displays. The custom display delivered a 28% sales lift while the standard materials generated only 13% - a 2:1 advantage!

RACK700 WITH DISPLAY STICKERS



RACK750 WITH HEADER STICKER



SLATWALL WITH FOAMBOARD HEADER



BENEFITS

Now you can display all of your Install Bay polybag bulk products on custom, free-standing displays. These black, powder-coated metal racks look great in any environment. They are sturdy but lightweight and easy to move around the retail area. With two sizes available, these displays will meet your needs for offering a full range of Install Bay products. Organized neatly in one spot, generating more sales with these everyday products is great for the bottom line!

RESEALABLE POLYBAGS

Install Bay's retail program products come in a custom printed high end polybag with re-sealable zip-lock bottom. Clearly marked product labels are placed on the front of each polybag and the product is visible through the clear front portion of the bag. The uniformity and quality of the InstallBay retail product packaging will stand out immensely when paired with one or more of our custom displays!

MIX & MATCH

Make your own planogram. Have dedicated racks for specific part categories or mix it up. Now you can use these displays by themselves, use multiple racks in

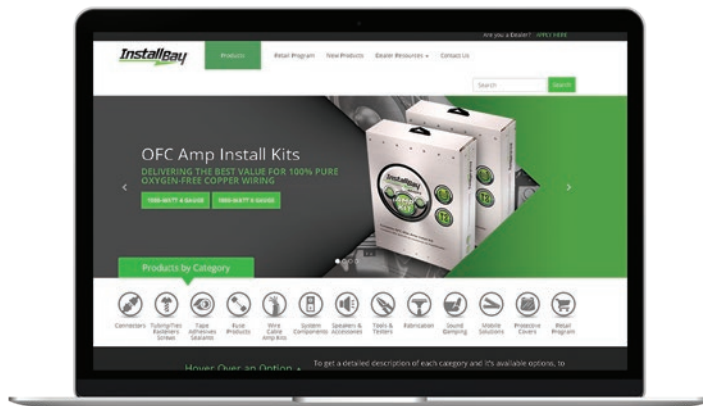
SPOOL RACK WITH HEADER



different areas around the store, or build a massive parts center with a large display in the center flanked by the smaller ones. Set up each rack as its own category for easy product placement or build it over time, starting with one rack - It's totally up to you!

DISPLAY US PROUD

Install Bay offers a variety of marketing materials that will catch your customers attention. Customizable products are also available on our Team Shop Page! Check out our website, catalogs and online resources for more information.



AT YOUR FINGERTIPS

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TEAM SHOP

- CUSTOMIZED MERCH



Teamshop
powered by **METRA**



AUDIO & VIDEO CABLES

Our T-Spec RCA cables feature high levels of noise rejection resulting from meticulous construction using only the finest materials available. This combination provides maximum performance in all price ranges. All T-Spec RCA cables feature a proprietary ultra-flexible PVC jacket that is so durable that it's also BC-5W2 marine compliant.



V16 RCA CABLES

For ultimate performance, we designed and engineered the v16 Series RCA cables for hi-res audio. Three separate layers trap, isolate, and reject both transmitted and electromagnetic pollution, allowing the audio signal to travel noise-free. Large, 26-gauge oxygen-free copper core strands handle the deepest bass frequencies while the higher frequencies skim along the silver-plated surface. This combination carries even the most demanding signals without altering or coloring, resulting in true audio reproduction.



SPOOLED BULK WIRE

Below-specification cables will rob current from your amplifier, reducing power output by as much as 50%! We've taken the high road with a full line of SPEC fully tinned v10 products and ABOVE SPEC v12 cables that exceed CEA and ANSI specifications for gauge size.



COMPACT FUSE HOLDERS & TERMINALS

Our compact brass designs are constructed from solid brass and are smaller than anything else on the market. This combination of top-quality materials and thoughtful design provides an incredibly reliable and simple to install product with the smallest footprint yet.

COMPACT DISTRIBUTION

T-Spec's all brass construction provides maximum current flow to your sensitive amplifiers. Our compact brass design is a fraction of the size of traditional distribution blocks, ensuring hassle-free installation.



POWER CAPACITORS

The simple addition of one of our T-Spec capacitors will improve electrical system performance by providing a buffer between the alternator and amplifier. Stored energy from your car's electrical system is held in the cap and quickly released to the amplifier when needed.

AMP KITS

Our T-Spec Amp Kit product line features 16 different models to cover nearly every price, power, and performance level needed! T-Spec Amp Kits utilize the finest materials to ensure maximum performance and easy installation.



**PERFORMANCE
LEVEL**
*Lower Price
with Little Compromise*



**PERFORMANCE
LEVEL**
*Best Mix of Value
and Performance*



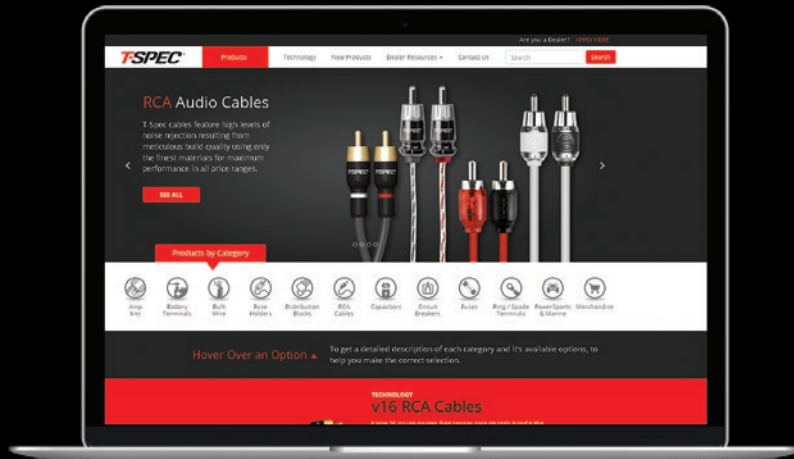
**PERFORMANCE
LEVEL**
*High End without
the High Price*



**PERFORMANCE
LEVEL**
*Top of the Line
Our Best Products*

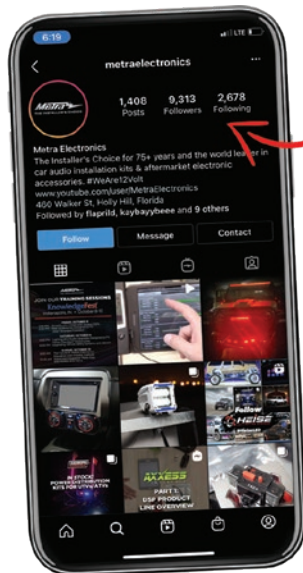


**PERFORMANCE
LEVEL**
*High Resolution
Audio*

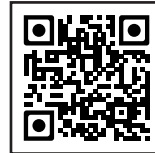


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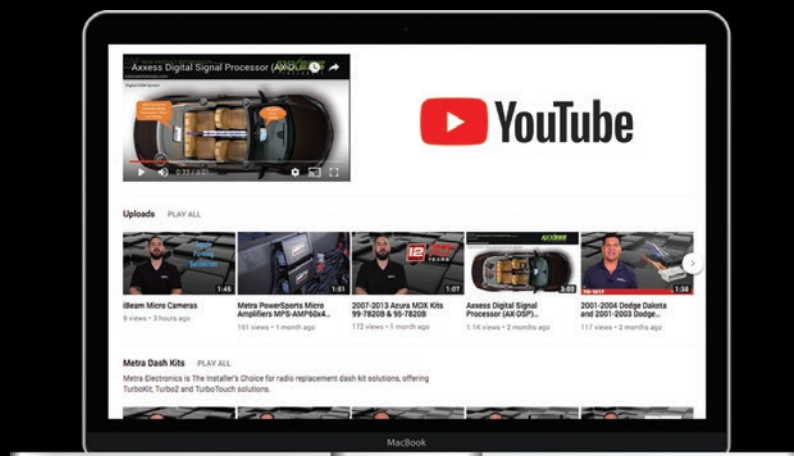
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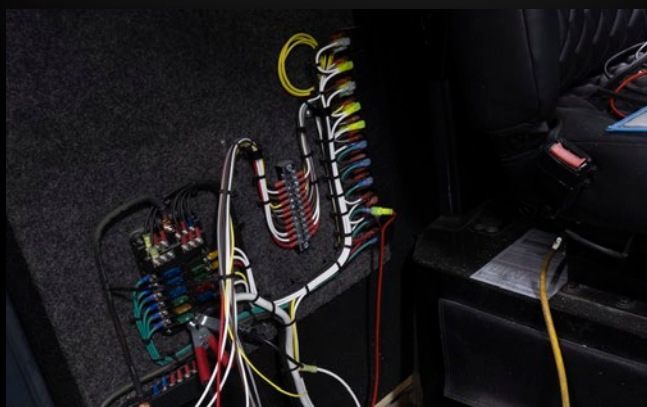
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INSTALLATION PRODUCTS FOR EVERY LEVEL

As aggressive and dominant as its namesake, our Raptor product line provides great performance and design at entry-level price points – a mission based on our belief that “affordable” and “cheap” car audio installation accessories shouldn’t be one and the same. Raptor products are developed and overseen by our in-house staff of mobile audio professionals with years of experience in design, engineering, installation, competition, and automotive development.



Our economy of scale in the industry allows us to provide an upgraded hardware experience at an exceptional value. All materials are first-quality, right down to the gold plating, connectors, and terminals. The result: leading-edge accessories that deliver excellent performance, with a degree of style typically reserved for premium-level brands. From our Bulk, Vice, Mid, and Pro Series, installers will appreciate the reliable and easy-to-install RCA cables, amp kits, battery terminals, capacitors, fuses and fuse holders, distribution blocks, terminals, reducers, power cables, speaker wire, and more.



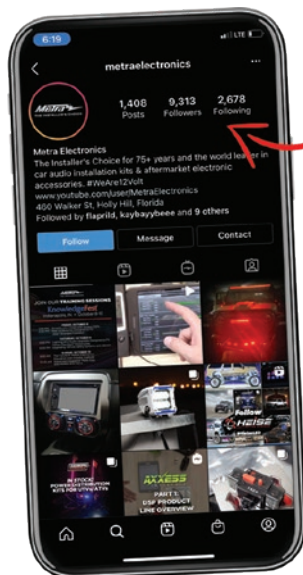
We’ve further improved our products with packaging that has been designed to minimize the size and amount of plastic used, reducing the overall footprint. This saves space on the shelf and makes for more efficient shipping. A heavy-duty card stock outer package replaces traditional plastic blisters to increase recycling capabilities and make them easier to open while keeping the contents secure.



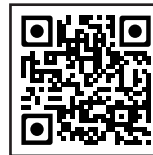


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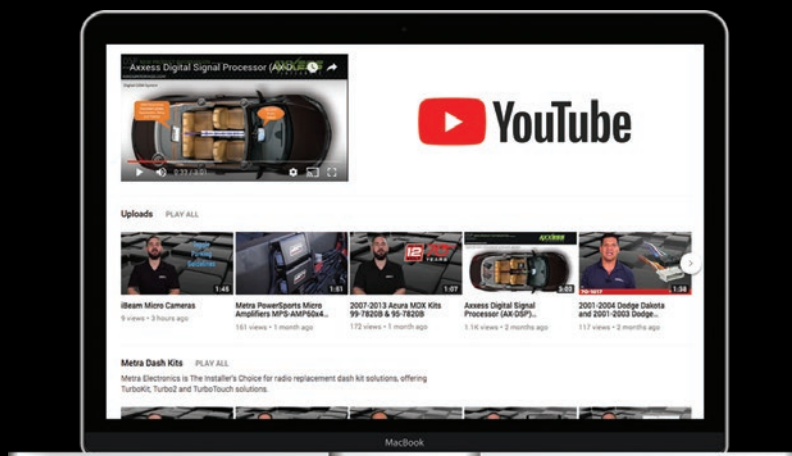
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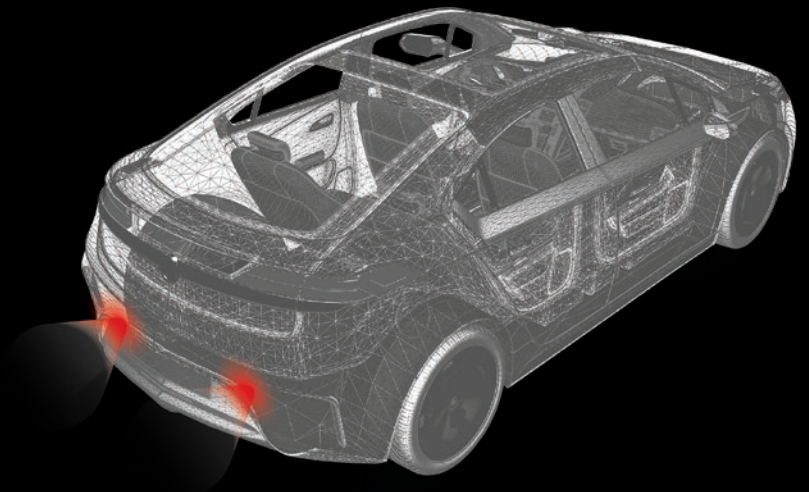
VEHICLE SAFETY IS OUR PRIORITY

iBEAM brings innovation and value to every product in our revolutionary line of vehicle safety systems. Advanced Driver Assistance Systems (ADAS) and other products allow owners to upgrade their vehicle to include convenience and safety features that may only have been available in higher trim levels, newer models, or luxury brands. iBEAM's wide range of options is designed for different budgets and needs, allowing installers to offer the best solutions for their customers. Our growing product line includes cameras, accident-avoidance products, rearview mirror T-harnesses designed to fit a wide range of vehicles, mirror monitors, commercial monitors and DVRs, 360-degree camera systems, and more.

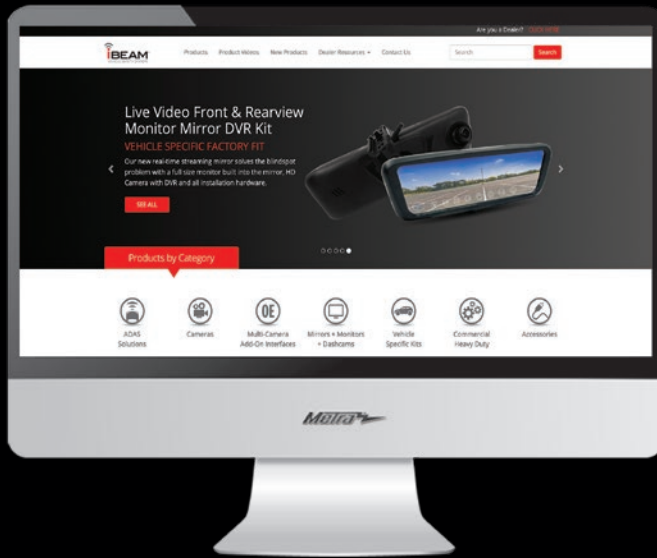


DEPENDABLE PRODUCTS FOR SAFER DRIVING

iBEAM products utilize the latest technology and high-quality materials to help make blind spots a thing of the past. Installing a backup sensor or rearview camera allows drivers to see hidden objects and help with parking. Such camera systems have great potential to reduce back-over accidents compared to other vehicle-sensor technology. Advanced systems with blind spot detection, side mirrors, or a complete 360-degree view are available to assist drivers while changing lanes or making turns. Furthermore, recording with dashboard cameras provides drivers with potentially vital video evidence in the case of an accident. As vehicles continue to evolve, our innovative products from iBEAM will be updated to keep providing industry-leading aftermarket solutions that deliver safety and convenience for any driver.

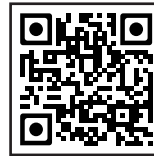
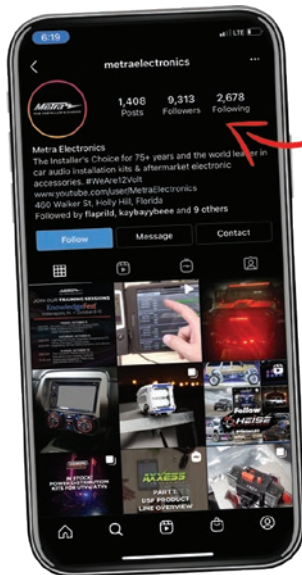


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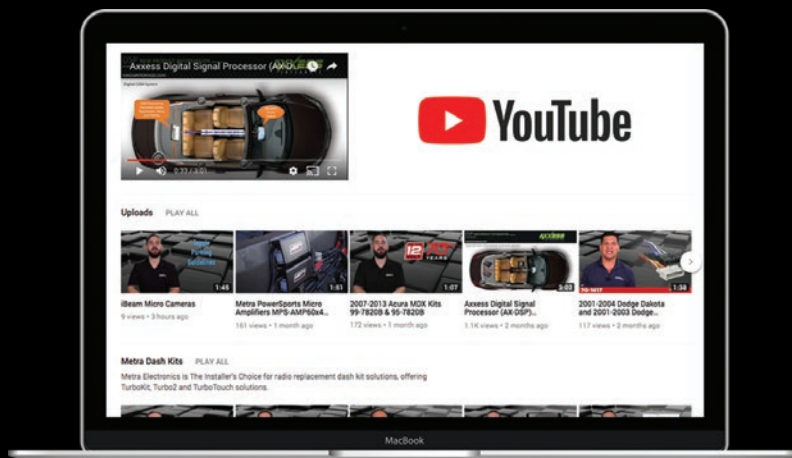
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ACCESSORIES FOR JEEP® VEHICLES

Jeep® fans all have one thing in common, they LOVE their Jeep. More importantly, they love to accessorize and customize their vehicles with unique products to reflect their personal style. As a result, we've developed lighting, safety, and integration products designed specifically for Jeeps of almost every model, type, and year.



HEADLIGHTS AND FOG LIGHTS

Stock headlights and fog lights can be replaced with higher output and more stylish replacement LED headlights for off-road adventures. Styles include single-color, RGB, and chasing lights, including adapters designed for JL and JT models. Square headlights are also available to fit older model Jeeps and trucks.



THIRD BRAKE LIGHTS, SIDE MARKER LIGHTS, AND TAIL LIGHTS

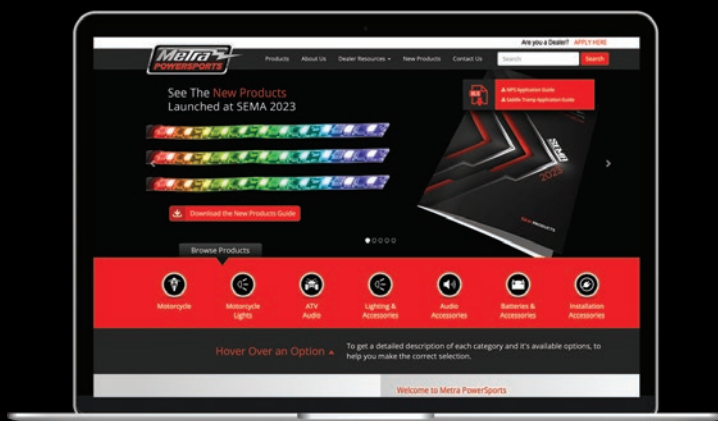
Suppose the goal is to increase awareness and visibility. In that case, accessories for a third brake light in the spare tire and side marker lights will provide a powerful visual alert to other drivers. In addition, taillights with a variety of stylish options offer Jeep Wrangler owners a brighter, instant upgrade over stock tail lights.



CAR AUDIO AND SAFETY INTEGRATION

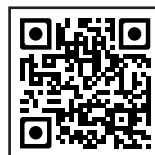
Our car audio, dash kits, and integration expertise has allowed us to create a full line of products to cover many of the most popular Jeep models. So whether you're replacing the radio or integrating cameras into the OEM screen, we have vehicle-specific solutions designed to make the installation hassle-free.

AT YOUR FINGERTIPS **Jeep®** Accessories



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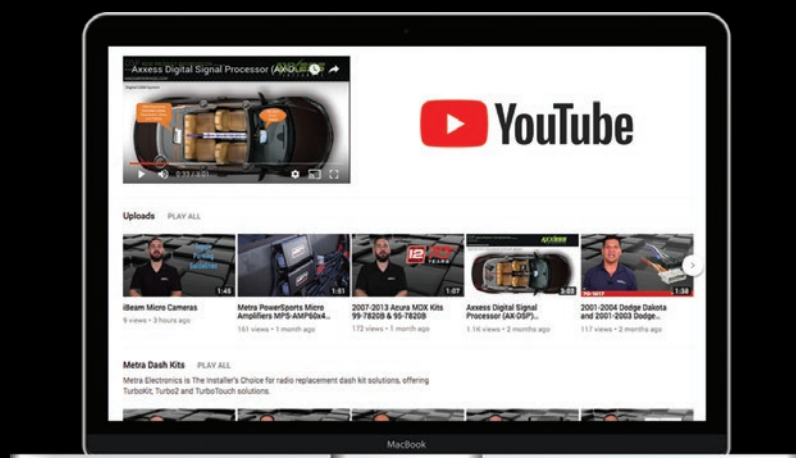
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We know that a motorcycle is more than a hobby, it's a way for riders to express themselves and showcase their style. But, for many, their ride is never complete, and they are always searching for the next way to customize their motorcycle. Metra Electronics has mastered the art of manufacturing aftermarket audio, safety, and lighting accessories for automotive and motorcycle applications with the Saddle Tramp brand.



BE SEEN

Brighter LED lights offer more than just a stylish addition, they can increase overall visibility and safety by drawing attention to the rider and allowing them to see farther at night. We designed Saddle Tramp lighting accessories to offer the perfect blend of style and functionality, built with materials that can withstand season after season in any environment.



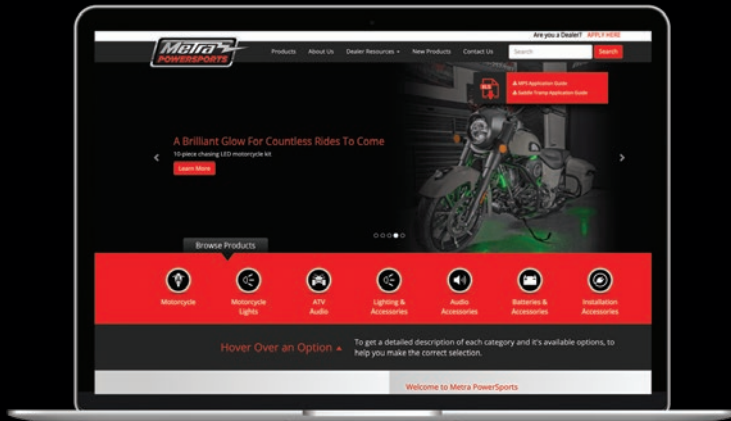
BE HEARD

Motorcycles were made to be loud! Saddle Tramp has designed accessories for retrofitting speakers into saddlebags, lower fairings, inner fairings, and dash kits for radio replacement for riders who want a better audio system with high-quality sound. Whether you are keeping your factory radio or replacing it, we have patented integration products, including a water-resistant DSP with plug-n-play harnessing, a Bluetooth® wireless connectivity kit, and products to retain the audio controls on handlebars.



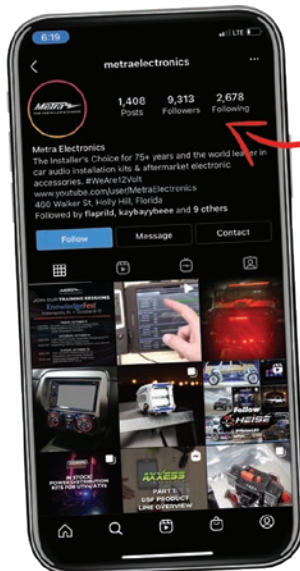
BE SAFE

Whether drivers want to capture potentially vital events on the road or just replay their last adventure, we've developed water-resistant safety camera solutions specifically for motorcycles to capture and record your ride.

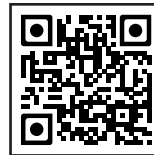


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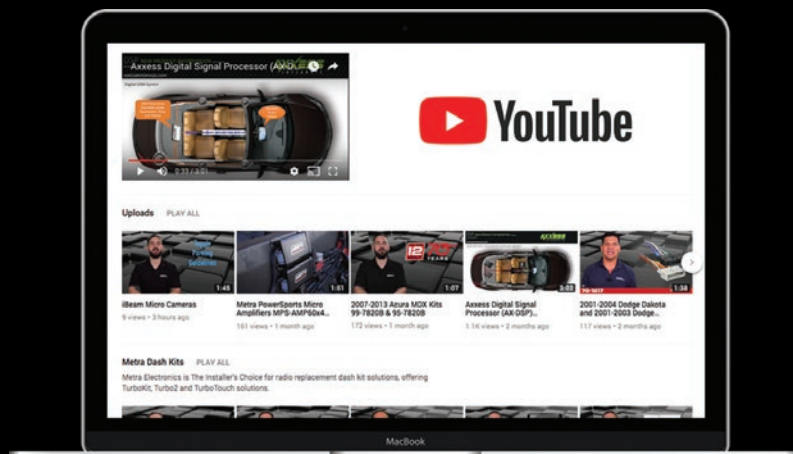
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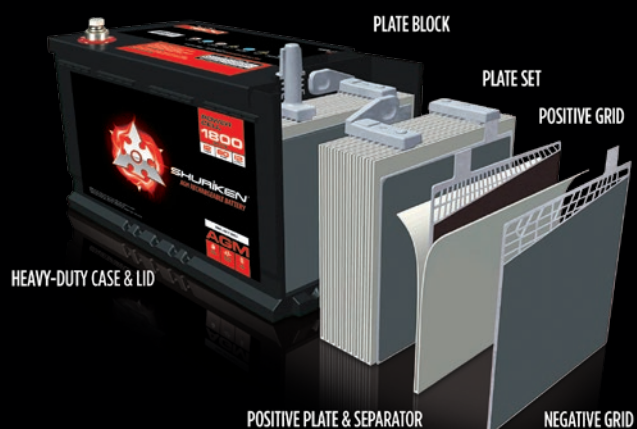
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Shuriken is a complete battery supplier and a one-stop shop for your battery needs. Our brand continues to expand, offering batteries for reserve power, marine/RV, powersports, and more, in both AGM and Lithium options. Shuriken has the perfect battery to power any lifestyle, whether that includes motorcycles, cabin cruisers, competition audio systems, racecars, powersports, RVs, or other applications. Our experts have thoroughly tested and vetted every product in our catalog to ensure the highest quality, reliability, and safety.

AGM TECHNOLOGY

Shuriken Absorbed Glass Matte (AGM) batteries are shipped fully charged and ready to use direct from the factory. They are non-spillable and maintenance-free. Because of the AGM design, they can be discharged and recharged hundreds of times while lasting longer than conventional wet-cell batteries. They perform well in any climate and are vibration resistant, making them ideal for marine, powersports, and other rugged applications.



LITHIUM TECHNOLOGY

Shuriken Lithium Iron and Lithium-ion batteries are an excellent choice for situations where the power source needs to be lightweight and compact, with a quick energy discharge. These batteries weigh much less than other options while remaining long-lasting, reliable, and vibration-resistant. They are available in a slim design that easily fits in confined spaces, such as behind interior panels. Their internal components are sectioned into independent cells that make them safer and prevent them from shorting out if damaged. With more than a dozen different models, Shuriken has lithium batteries to fit numerous applications, including audio, motorcycle, marine, automotive racing, powersports, and more.

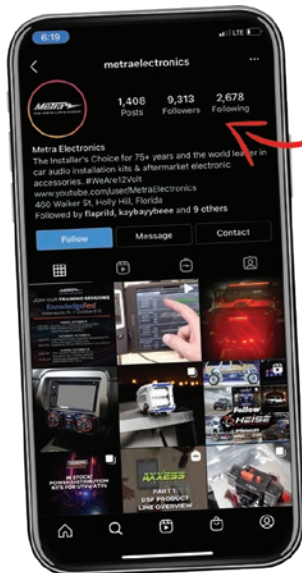
PREMIUM QUALITY

Shuriken strives to provide the highest-quality products on the market to meet and exceed expectations. Our PowerSports batteries are designed to fit the most popular applications based on today's BCI and JIS fitment standards. They are ideal for replacing factory batteries in motorcycle, ATV, UTV, marine, and RV applications. Both Shuriken AGM and Lithium batteries are extremely resistant to strong vibration to ensure they'll output power every time. With super-low ESR and closely packed pure lead plates, no matter the Shuriken battery, it packs a real punch and can resist high temperatures. Shuriken Reserve Power Cells are designed to deliver the winning edge at SPL competitions while providing the consistent backup power needed for powerful car stereo systems, especially when parked for parties and shows. Our Lithium Iron and Lithium-ion series of batteries provide options for long-lasting, lightweight power for a wide range of applications that recharge quickly and hold their charge longer than conventional batteries.



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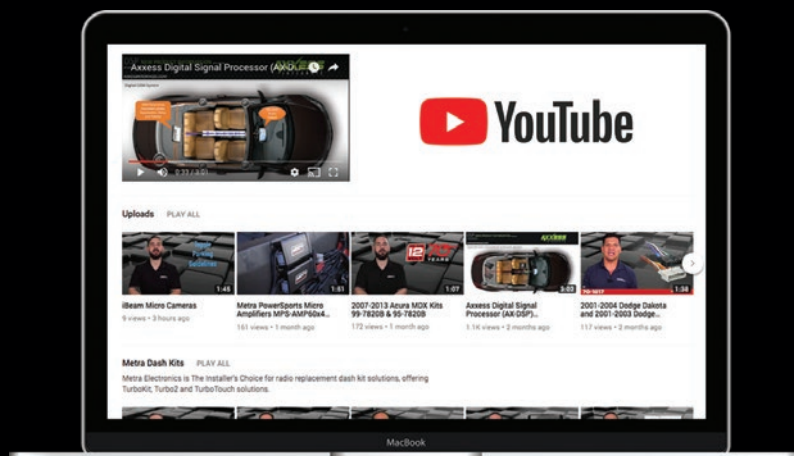
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DAYTONA[®] LIGHTS[®]

The Daytona Lights brand of aftermarket automotive LED lighting includes products such as ultra-slim and dual-row LED lightbars, cube-style LED lights, and headlight replacement bulbs and decoders at an affordable cost for budget-conscious consumers. This brand has been engineered and manufactured to maintain quality and standards while providing incredible value for vehicle owners. All of the Daytona Lights series products are rated IP67 and have undergone rigorous testing during the development and manufacturing process and then again before leaving the factory. Metra Electronics' 75+ year history, experience, and approach to engineering and manufacturing ensures that all of these products stand out among the competitors and provide quality and value, season after season.





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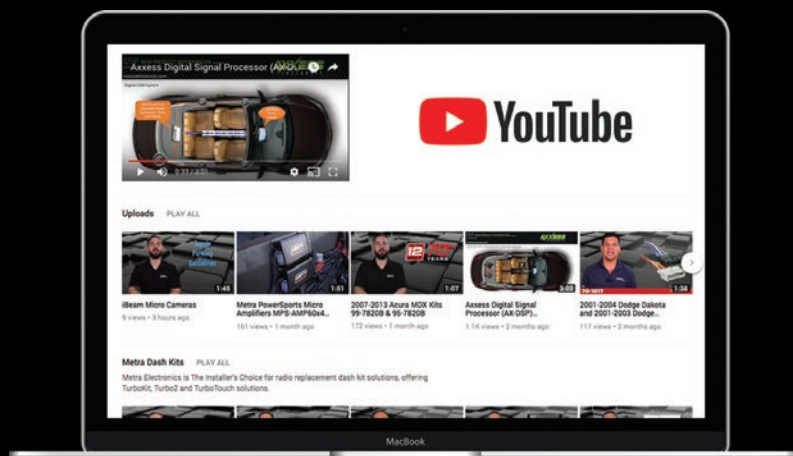
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MADE FOR HEADING OFF-ROAD

Metra PowerSports knows that going off-road requires products that can withstand the elements, from direct sunlight to rain, dirt, mud, and snow! Utilizing our automotive audio and lighting expertise, we've designed water-resistant accessories for motorcycles, ATVs, UTVs, golf carts, and side-by-side installations that will survive the most challenging environments. From switch panels to LED lights and unloaded speaker pods, Metra PowerSports has made its mark on the industry.



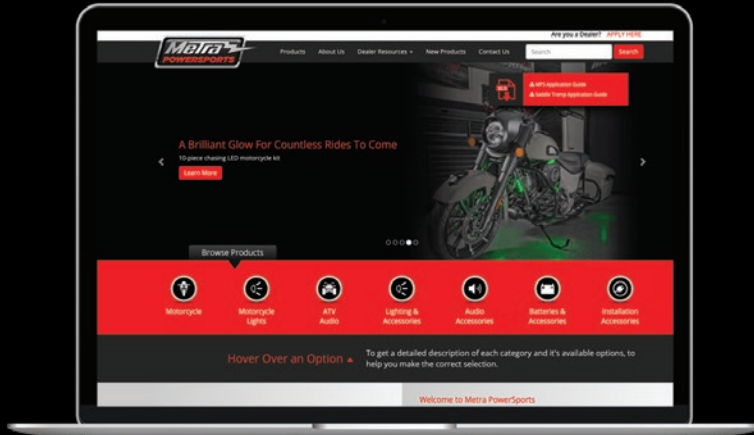
IMPROVE YOUR AUDIO SYSTEM

If you're serious about audio, our weatherproof products will let you enjoy a better sound system with unloaded speaker pods, wiring connectors, and wireless streaming-enabled accessories to control it all. Replacing or adding receivers and radios can also be made easy with our marine-grade wiring, overhead stereo console bins, and wide selection of dash kits and harnesses. As with all of our products by Metra Electronics, these accessories are designed with the installer in mind.

IMPROVE YOUR VISIBILITY

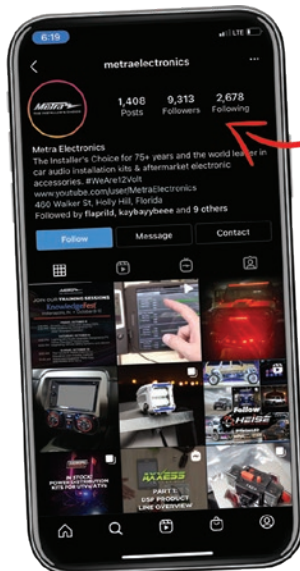
Trail riding can be dangerous if visibility is limited, but lighting upgrades can provide a fast and easy solution. We've engineered vehicle-specific and universal lighting products to bring LED headlights, a chasing whip light, dome lights, RGB accent lights, and lightbars to powersports vehicles. Our durable brackets and roll bar mounts allow you to add lighting to almost any part of the vehicle you can imagine and are engineered with high-strength materials that will last.





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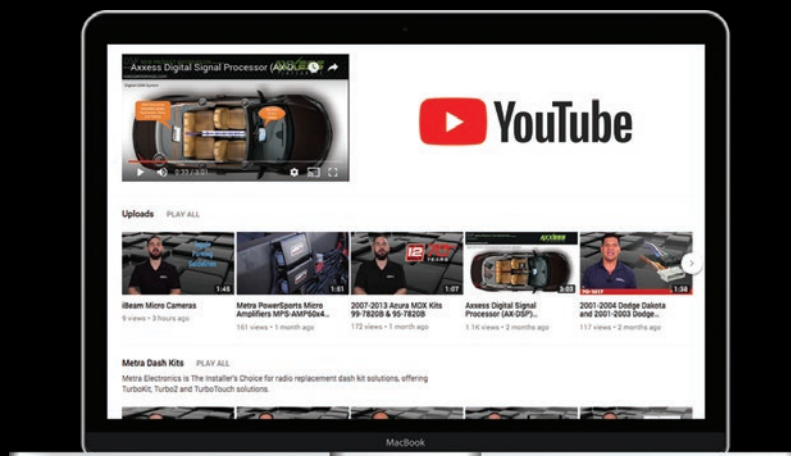
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MARINE AUDIO & INSTALLATION ACCESSORIES

Metra Marine products are designed to get wet without missing a beat. We have long-lasting, water-resistant accessories engineered to withstand the harsh marine environment for boat owners who want to upgrade their audio and lighting systems. So whether you are working on a wakeboard boat or yacht, we have the products you need - from water-resistant radio housing on your center console to HDMI® connections for the big screen in your stateroom. While using only the finest materials available, all Metra Marine products feature cutting-edge engineering designed with the installer in mind. This combination provides maximum performance in all price ranges. A few categories in this extensive product line are deep-cycle marine batteries, audio cables, HD accessories, and LED lighting.



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COMPETITION-GRADE PRODUCTS

Ballistic's competition-grade products are made of a proprietary butyl rubber composite with an aluminum constraining layer for vibration damping. Designed and engineered in the United States, Ballistic is highly efficient at converting vibration to thermal energy. Our unique formula allows the material to easily conform and adhere to sheet metal and most other hard surfaces.

BALLISTIC HOLLOW POINT

We developed Ballistic Hollow Point to deliver incredible performance at an entry-level price point. Ballistic Hollow Point is a unique butyl rubber composite with an aluminum constraining layer for vibration damping. The lightweight construction allows the material to stick easily and work in a variety of applications.



BARRIER PRODUCTS

Get the best sound quality from your installation with our barrier products. Seal the seams between panels to create a vapor barrier with our aluminum tape and add our tri-layer sound damping to reduce road vibration. Finish it off with quilted cotton batting to block low-frequency road noise.



YOUR NEW PROMOTION AND MARKETING AGENT

METRA TEAM SHOP

There are a variety of options for dealers of our products to market merchandise from our Metra brands. We offer tiered Team Shop packages to fit dealers' individual needs. With artwork, logo rendering, and product designs included, this is a cost-effective way to contribute to the marketing of our dealers' businesses. There is no volume requirement on orders, so they can inventory merchandise without investing a large amount at once. Merchandise from the Team Shop can build customer loyalty via gift cards and promotions, motivate employees with new uniforms or other rewards, and serves as excellent advertising with customizable designs! Contact your Metra Sales representative for pricing options.



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