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## **ASA Electronics® Announces Series of Webinars on Smart RV Technology**

FOR IMMEDIATE RELEASE

ELKHART, IN. – ASA Electronics is offering free, interactive training sessions on iN·Command Control Systems to give RV dealers and manufacturers the tools to deliver Smart RV technology to consumers. With Millennials and Gen Xers making up over 76% of the camping population (KOA), the demand for new and more intuitive campsite technology is on the rise. The first lesson in the GoToWebinar.com series will focus on best practices for selling RVs equipped with iN·Command to the retail customer.

“The RV dealer is our primary audience for this webinar, since they are selling directly to the end user,” RV Industry Manager, Jim Hess, said. “But really our goal is to educate the sales force at every level on how iN·Command works because this technology is still relatively new to the market. That’s why we are encouraging OEMs to attend the sessions as well.”

iN·Command uses a smartphone app to control primary functions of the RV, incorporating technology the next generation of camper is already using. In 2018, the KOA found that 93% of campers are bringing cellphones and 97% are bringing technology in any form to their campsite. The end consumer is ready for this technology and will be expecting it in their next RV.

ASA is offering three different dates and times to better accommodate a variety of schedules. The three one-hour sessions will all cover the same base material with a question and answer portion at the end. Available times are Monday, May 21<sup>st</sup> at 10 a.m., Tuesday, May 22<sup>nd</sup> at 9 a.m., and Wednesday, May 23<sup>rd</sup> at 8 a.m.

All sessions are first come, first serve with limited space available. Please register for your preferred time slot at <https://register.gotowebinar.com/rt/5182826624570306818>.

ASA Electronics® has been designing and manufacturing mobile electronic products for the Marine, RV, PowerSports, Agricultural, Construction, Commercial Vehicle, and Bus industries since 1977. Their proprietary brands are JENSEN®, JENSEN Marine®, JENSEN Heavy Duty®, iN·Command®, Marine Audio®, Voyager® and ADVENT® Air. ASA is also a distributor in specialty markets for SiriusXM® Satellite Radio, Polk Ultramarine®, Klipsch®, and XKGLOW® products. For more information, please visit [www.ASAElectronics.com](http://www.ASAElectronics.com).

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