



Press Release

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KICKER Marine Audio Announces Direct OEM Sales to Boat Builders

A new factory-direct option simplifies ordering and improves cost structure for OEM partners.

STILLWATER, OK — KICKER Marine Audio is officially opening its doors to boat builders for direct OEM sales. In addition to its relationship with CPS Distributors, Inc., KICKER is now actively engaging OEMs who prefer to work one-on-one with the brand. This strategy brings KICKER into closer alignment with manufacturers by offering earlier collaboration, stronger integration, and tailored support to meet the demands of today's marine market.

The shift is designed to give builders more flexibility, more control, and a competitive bill of materials when evaluating their audio options.



KICKER Headquarters, Stillwater, OK

"It's simple," said Phil White, OEM and Marine Audio Systems at KICKER. "If you're a builder who wants to buy direct, we're ready to work with you. Reliable product, solid design, a known brand - and now, a factory-direct path."

Built for the Real World:

KICKER's new M-Class lineup of premium marine speakers delivers balance, durability, and seamless fitment. KICKER's approach to innovation is practical by design: real sound, built to last, tested against the harshest elements marine life can throw at it. Whether it's salt, sun, or wake, performance isn't optional—it's expected. That's the standard we're setting with every new build. It's all part of our Real Marine™ philosophy engineered for boaters, not showroom promises.

Looking Ahead:

KICKER is ready to engage sooner, solve faster, and support smarter. The goal isn't just better audio, it's a better process, a better install, and a better experience from the beginning.

"Innovation isn't a moment, it's a posture," White added. "We're here to listen, build together, and earn our place in the build process."

Contact:

Builders interested in exploring direct OEM opportunities can contact:

Phil White | KICKER Marine Audio | (405) 624-8510 for details or visit http://www.kicker.com/oem_marine