

For Immediate Release

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FOR IMMEDIATE RELEASE

KICKER® Expands Marine OEM Efforts with Addition of Will Cherry as OEM Marine Sales Manager

STILLWATER, OK — KICKER® Marine Audio has announced the addition of Will Cherry as OEM Marine Sales Manager, further expanding the company's direct engagement with boat builders and marine industry partners.

Cherry brings years of experience across the powersports and recreational audio industries, including extensive work in OEM integration and product strategy collaboration. In his new role, he will work directly with boat manufacturers, engineers, and product managers to support KICKER's growing OEM Marine program.

The move reflects KICKER's continued investment in direct OEM support as the company expands its presence across the marine industry.

Cherry joins a growing cross-functional OEM initiative at KICKER that brings together marine audio engineering, product development, technical support, and builder collaboration. The effort includes Phil White, who has led the development and technical advancement of KICKER Marine products for more than two decades. Developed in close collaboration with other KICKER leaders, the move is designed to strengthen long-term OEM partnerships and support future marine system integration opportunities.

"Will brings a strong understanding of OEM relationships and the practical realities builders face every day," said Bart Deal, Vice President of Product Strategy & OEM for KICKER. "As our marine business continues to grow, we're investing in the people, engineering, and support structure needed to serve builders at a higher level. Will's experience and approach fit well with where we're headed," he added.

KICKER's Marine lineup includes scalable audio solutions ranging from OEM-focused bulk offerings to the premium M-Class series, all designed around the company's RealMarine® philosophy — engineering products specifically for long-term marine durability, integration, and acoustic performance.

Cherry will work alongside KICKER's marine engineering, product development, and marketing teams to strengthen builder relationships and support future OEM opportunities across freshwater, saltwater, and performance boating segments. "KICKER has a reputation that reaches far beyond audio," said Will Cherry. "The

company has built trust through performance, engineering, and long-term relationships. I'm excited to help expand that presence in the marine OEM space. There's real momentum around what KICKER is building."

KICKER has continued to expand its marine presence through new product development, industry partnerships, increased participation in broader marine integration and engineering discussions, and now through the expansion of its direct OEM collaboration.

For more information about KICKER Marine Audio and OEM solutions, visit https://www.kicker.com/oem_marine.

About KICKER Marine Audio:

Since 1973, KICKER has been a leading name in the "12-Volt" world of car, truck, and Powersports mobile audio, expanding its impact on the marine environment. The brand's strong, waterproof, and reliable Real Marine® products have garnered widespread acclaim among boat owners, from lake boats and pontoons to wake and surf boats, fishing boats, cruisers, and performance boats. In addition to tower systems, coaxial, subwoofers, amplifiers, receivers, head units, and remotes, KICKER Marine Audio's commitment to waterproof, durable, and problem-free components sets a new standard for marine audio, providing peace of mind to OEM builders, dealers, and customers alike.

By continually subjecting its components to rigorous testing for salt, fog, weather, and UV resistance, as well as IP testing for debris and water ingress, KICKER ensures that its marine audio products meet stringent marine standards and deliver unmatched performance and reliability in marine environments. For more information about KICKER Marine Audio's new premium speaker lineup, please visit <https://kicker.com/marine-audio>.

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