



25 Years and PROUD TO BE LOUD!



REBIRTH OF AN ICON!



What does the classic Orion logo signify? A Heritage of Champions, proudly displaying their Hardcore Attitude. Attitude that's hammered into the DNA of every piece of industrial-strength Orion Car Audio equipment, and the players who use and abuse it. The Bass-Heads and SPL Junkies will testify that the baddest cars and the loudest systems ride on the same chassis – theirs! SPL competitors, world champions, hot-rodders and urban cruisers alike are motivated to roll with the bulletproof performance and legendary muscle that is Orion Car Audio.

Every Orion amp, sub and speaker is designed from the ground up by audio engineers and product specialists dedicated to the heritage, attitude and raw hardcore power of Orion. Never anything "off the shelf" – only off-the-hook outrageous performance from carefully designed and engineered components, manufactured from pure metals and mil-spec components to exacting specifications. The 2009 Orion Car Audio lineup proudly pulls forward the Orion legacy, standing up once again as the best and the strongest, in a market overflowing with copy cats and wanna-be's. These new Orion products represent the best of the best!

What does the 2009 Orion line's rugged and retro industrial design mean to you and your customers? It means getting back to what matters - the reason we all got into car audio in the first place! We like our music LOUD – and Orion has been delivering on its promise of high volume, High Performance Car Audio with Hardcore Attitude since the 1980s. We're proud to represent Orion, because Orion represents a return to the glories of American Audio: fast cars, hot women, and crazy loud car stereos!



A return to the glories of American Audio: fast cars, hot women, and crazy loud car stereos.

HCCA 5000 I





Heritage of Champions

Amplifiers

Features & Benefits:

- All ratings in RMS power
- Removable Top Panel with Key
- Top Controls
- Machined End Caps
- Engraved Logo & Model
- Birth Certificates

Born in the 1980s in the dawn of the mobile audio revolution, Orion **High Current Competition Amplifiers (HCCA)** put the industry and the competition world on notice that Orion was a force to be reckoned with. HCCA gear is what you have to have to be the LOUDEST, the LOWEST, and the STRONGEST system in the joint, with serious amounts of power driving ridiculously low impedances at completely sick output levels. Whether you're looking for an SPL world record or you just want to do some serious damage on the streets, these four HCCA amplifiers will ensure they hear you before they see you. Hellacious power intersects with extreme efficiency under rugged die-cast aluminum covers with old-school Orion badges that tell the world that HCCA rules!

ESPTM

Features & Benefits:

- Digitally Programmed Input Voltage for fast, Accurate System Setup
- Input Sensitivity Lock-Out Mode
- Fault and Protection Monitoring
- Competition Mode
- Turn-On Delay



Models:

- HCCA50001 - 5,000 Watts RMS class D Mono
- HCCA25001 - 2,500 Watts RMS Class D Mono
- HCCA10004 - 1,000 Watts RMS 4 Channel
- HCCA10002 - 1,000 Watts RMS 2 Channel





Heritage of Champions

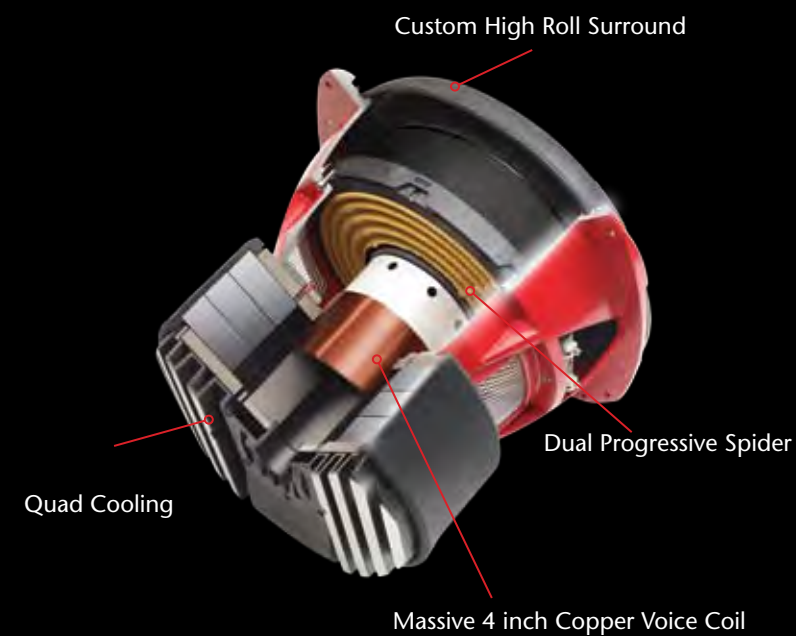
Subwoofers

Features & Benefits:

- 4 inches of Peak to Peak Excursion
- 4,000 Watts Peak Power Handling (12" and 15")
- 4 inch Resin-coated Voice Coil
- Re-cone-able



Technology



Models:

- HCCA152 15" Dual 2Ω Voice Coil Subwoofer
- HCCA154 15" Dual 4Ω Voice Coil Subwoofer
- HCCA122 12" Dual 2Ω Voice Coil Subwoofer
- HCCA124 12" Dual 4Ω Voice Coil Subwoofer
- HCCA102 10" Dual 2Ω Voice Coil Subwoofer
- HCCA104 10" Dual 4Ω Voice Coil Subwoofer

The 2009 Orion HCCA Subwoofers are the biggest, baddest and most hardcore subwoofers Orion has ever made! Step up to premium 3000-watt peak SPL performance with these frighteningly powerful redesigned new red-and-black HCCA 10s, and 4000-watt peak SPL performance with the new HCCA 12" and 15" subwoofers from Orion, a world leader in competition lane mayhem for 25 years. Match them with new HCCA Amplifiers and Components that sound as awesome as they look and you're ready to clear the decks!



Components

Features & Benefits:

- Cast Aluminum Basket (Heat Sink)
- Polyester Foam Surround
- Universal Mounting
- Silk Dome Tweeters
- Kevlar/Paper Cone
- Custom Crossover

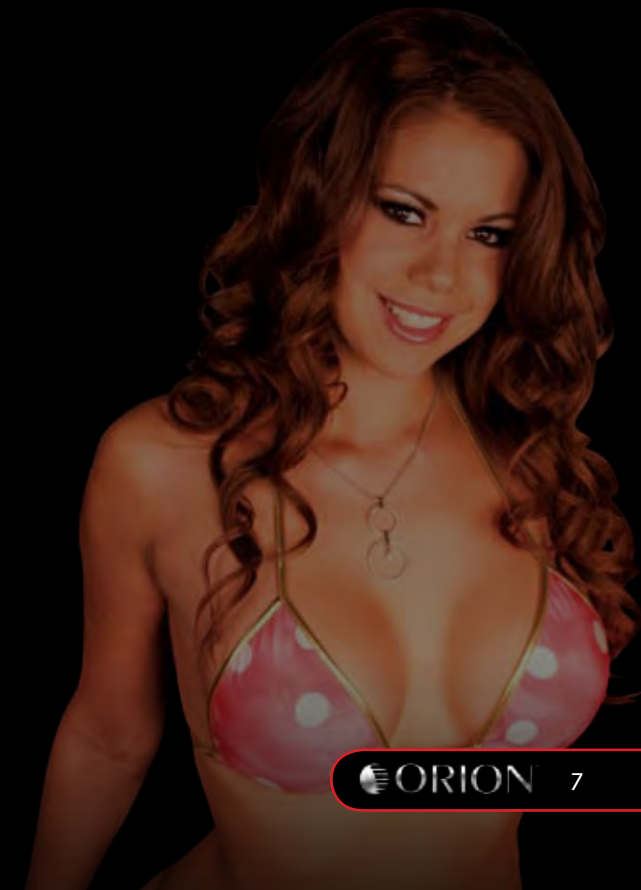


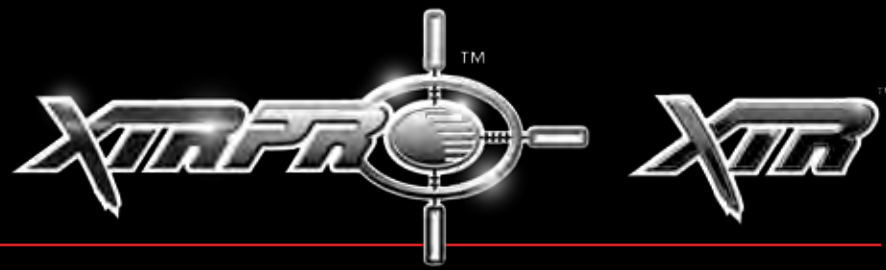
Models:

- HCCA52 5.25" 2-way Component System
- HCCA62 6.5" 2-way Component System
- HCCA1002 1" Tweeter Kit w/Crossover

Enclosure Models

- HCCA102BX Single 10" Vented Enclosure 1ohm
- HCCA122BX Single 12" Vented Enclosure 1ohm





Return of a Street-fighter

XTR Pro Subwoofers

Features & Benefits:

- Paper/Fiber Blend Cone
- Cast Aluminum Basket
- Dual 2Ω and Dual 4Ω
- High Roll Surround
- Custom Terminals
- Stealth Trim Ring
- 500 Watts RMS
- 1,000 Watts Peak



Models:

- XTRPRO152 15" Dual 2Ω Voice Coil Subwoofer
- XTRPRO154 15" Dual 4Ω Voice Coil Subwoofer
- XTRPRO122 12" Dual 2Ω Voice Coil Subwoofer
- XTRPRO124 12" Dual 4Ω Voice Coil Subwoofer
- XTRPRO102 10" Dual 2Ω Voice Coil Subwoofer
- XTRPRO104 10" Dual 4Ω Voice Coil Subwoofer

Here comes trouble! Orion XTR Pro and XTR are back on the streets, and they're ready to pound their mid-priced competition into the ground. Head to head, this is not a fight – it's a massacre!

XTR Subwoofers

Features & Benefits:

- Paper/Fiber Blend Cone
- Dual 2Ω and Dual 4Ω
- High Roll Surround
- Stealth Trim Ring
- Stamped Basket
- 250 Watts RMS
- 500 Watts Peak

Models:

- XTR152 15" Dual 2Ω Voice Coil Subwoofer
- XTR154 15" Dual 4Ω Voice Coil Subwoofer
- XTR122 12" Dual 2Ω Voice Coil Subwoofer
- XTR124 12" Dual 4Ω Voice Coil Subwoofer
- XTR102 10" Dual 2Ω Voice Coil Subwoofer
- XTR104 10" Dual 4Ω Voice Coil Subwoofer



Enclosure Models

- XTRPRO102BX Single 10" Vented Enclosure 1ohm
- XTRPRO104BX Dual 10" Vented Enclosure 1ohm
- XTRPRO122BX Single 12" Vented Enclosure 1ohm
- XTRPRO124BX Dual 12" Vented Enclosure 1ohm



Enclosure Models

- XTR102BX Single 10" Vented Enclosure 1ohm
- XTR104BX Dual 10" Vented Enclosure 1ohm
- XTR122BX Single 12" Vented Enclosure 1ohm
- XTR124BX Dual 12" Vented Enclosure 1ohm





The Small Assassin Strikes!

Amplifiers

Features & Benefits:

- All Ratings in RMS Power
- 7 Models (3 Class D Mono, 2 Four-Channel and 2 Two-Channel)
- Differential Inputs
- Small Footprint
- Engraved Logo and Model
- Birth Certificate



Models:

- XTR15001 1,500 Watts RMS Class D Mono
- XTR10001 1,000 Watts RMS Class D Mono
- XTR5001 500 Watts RMS Class D Mono
- XTR5004 500 Watts RMS 4-Channel
- XTR5002 500 Watts RMS 2-Channel
- XTR2504 250 Watts RMS 4-Channel
- XTR2502 250 Watts RMS 2-Channel



XTR Amps and Speakers are extremely rugged, and pack an extremely powerful punch for their size - small but deadly. No copycats here! XTR keeps it real by staying true to the Orion legacy of cracked windshields and punishing SPL!

Speakers

Features & Benefits:

- 7 Models (6"x9", 5"x7", 4"x6", 6.5", 6", 5.25", 4")
- Paper/Fiber Blended Cone
- Silk Dome Tweeter



Models:

- XTR693 6"x9" Tri-Axial
- XTR572 5"x7" Coaxial
- XTR462 4"x6" Coaxial
- XTR652 6.5" Coaxial
- XTR602 6" Coaxial
- XTR522 5.25" Coaxial
- XTR402 4" Coaxial

Components

Features & Benefits:

- 3 Models: (6.5", 5.25" & Tweeter Kit)
- Paper/Fiber Blended Cone
- Silk Dome Tweeter
- Custom Crossover

Models:

- XTR62 6.5 inch Component Set
- XTR52 5.25 inch Component Set





Affordable Mayhem

Amplifiers

Features & Benefits:

- 5 Models: (2 Mono, 2 two-channels, 1 four-channel)
- Small Footprint
- High Level Inputs
- Auto-Sense Turn-on
- All Ratings at Peak Power



Models:

- CO8001 800 Watt Mono Amp
- CO5001 500 Watt Mono Amp
- CO6004 600 Watt 4-Channel Amp
- CO6002 600 Watt 2-Channel Amp
- CO3002 300 Watt 2-Channel Amp



Orion Cobalt's back in 2009 and the wanna-be's are wimpering, because Cobalt is designed to hit those entry level price points a whole lot harder than the competition! Cobalt amplifiers feature flexible front ends with variable crossovers, selectable bass boost, remote bass gain control (remote included on mono amplifiers), with tons of clean power packed in a small package.

Subwoofers

Features & Benefits:

- Paper/Fiber Blend Cone
- Single 4Ω Voice Coil
- High Roll Surround
- Reversible Top Gasket
- Stamped Basket
- 250 Watts RMS
- 500 Watts Peak

Models:

- CO154S 15" 600 Watt Subwoofer
- CO124S 12" 500 Watt Subwoofer
- CO104S 10" 400 Watt Subwoofer



Enclosure Models:

- CO104SBX Single 10" Vented Enclosure 2ohm
- CO104DBX Dual 10" Vented Enclosure 2ohm
- CO124SBX Single 12" Vented Enclosure 2ohm
- CO104DBX Dual 12" Vented Enclosure 2ohm



Affordable Mayhem

Speakers tuned for maximum performance whether powered from a head unit or an amplifier - you'll get the sound you just gotta have. With the recessed tweeters and the universal baskets these Cobalt speakers can be dropped into almost any vehicle.

Components

Features & Benefits:

- Paper/Fiber Blended Cone
- Metalized Dome Tweeter

Models:

- CO652 6.5" 2-way Component Speakers
- CO552 5.25" 2-way Component Speakers

Coaxials

Features & Benefits:

- 5 Models: (6"x9", 5"x7", 6.5", 6", 5.25")
- Paper/Fiber Blended Cone
- Metalized Dome Tweeter



Models:

- CO690 6"x9" Coaxial
- CO570 5"x7" Coaxial
- CO650 6.5" Coaxial
- CO600 6" Coaxial
- CO500 5.25" Coaxial





High Performance - High Margin

Authorized Retailer Pricing 2009

P/N	Description	Price
AMP KITS		
Complete Kits		
ORKC8X	Power Kit 8 AWG Single Amp / CEA Spec - 16ft of 8AWG Power Wire - 3ft of 8AWG Ground Wire - 16ft of Remote Wire - 16ft of 18AWG Speaker Wire - 16ft Pro RCA Side/Side Twisted Pair - 60 Amp MAXI Fuse holder - 60 Amp Fuse	\$45.00
ORKC4X	Complete Kit 4 AWG Single Amp / CEA Spec - 16ft of 4AWG Power Wire - 3ft of 4AWG Ground Wire - 16ft of Remote Wire - 16ft of 18AWG Speaker Wire - 16ft Pro RCA Side/Side Twisted Pair - 100 Amp MAXI Fuse holder - 100 Amp Fuse	\$75.00
ORKC4P2	Power Kit 4 AWG Dual Amp / CEA Spec - 16ft of 4AWG Power Wire - 3ft of 4AWG Ground Wire - 6ft 8AWG Power Wire - 6ft 8AWG Ground Wire - 16ft of 18AWG Speaker Wire (2) 16ft Pro RCA Side/Side Twisted Pair - 16ft of Remote Wire - Distribution Block - Dual Mini ANL Fuse holder - 100 Amp Fuse	\$80.00
Power / Interconnect Kits		
ORK8	Power Kit 8 AWG Single Amp / CCA Spec - 16ft of 8AWG Power Wire - 3ft of 8AWG Ground Wire - 16ft RCA Side/Side Twisted Pair - 16ft of Remote Wire - 30 Amp Mini ANL Fuse holder - 30 Amp Fuse	\$20.00
ORK82	Power Kit 8 AWG Dual Amp / CCA Spec - 16ft of 8AWG Power Wire - 3ft of 8AWG Ground Wire - 6ft 10AWG Power Wire - 6ft 10AWG Ground Wire - (2) 16ft RCA Side/Side Twisted Pair - 16ft of Remote Wire - Dual Mini ANL Fuse holder - (2) 30 Amp Fuse	\$40.00
ORK4	Power Kit 4 AWG Single Amp / CCA Spec - 16ft of 4AWG Power Wire - 3ft of 4AWG Ground Wire - 16ft RCA Side/Side Twisted Pair - 16ft of Remote Wire - 60 Amp Mini ANL Fuse holder - 60 Amp Fuse	\$45.00
OREK42	Power Kit 4 AWG Dual Amp / CCA Spec - 16ft of 4AWG Power Wire - 3ft of 4AWG Ground Wire - 6ft 8AWG Power Wire - 6ft 8AWG Ground Wire - (2) 16ft RCA Side/Side Twisted Pair - 16ft of Remote Wire - Dual Mini ANL Fuse holder - (2) 60 Amp Fuse	\$60.00

P/N	Description	Price
Power Kits		
ORKC8P	Power Kit 8 AWG Single Amp / CEA Spec - 16ft of 8AWG Power Wire - 3ft of 8AWG Ground Wire - 16ft of Remote Wire - 60 Amp MAXI Fuse holder - 60 Amp Fuse	\$30.00
ORKC4P	Power Kit 4AWG Single Amp / CEA Spec - 16ft of 4AWG Power Wire - 3ft of 4AWG Ground Wire - 16ft of Remote Wire - 100 Amp Maxi Fuse holder - 100 Amp Fuse	\$60.00
ORKC1	Power Kit 1/0 AWG Single Amp / CEA Spec - 16ft of 1/0AWG Power Wire - 3ft of 1/0AWG Ground Wire - 16ft of Remote Wire - ANL Fuse holder - 200 Amp ANL Fuse	\$110.00



P/N	Description	Price
INTERCONNECTS		
Adapters		
ORCMM	RCA Male-Male	\$2.00
ORCRM	RCA Right Angle Male - Female	\$2.50
ORCFF	RCA Female - Female	\$3.00
2 Channel RCA's		
ORC3	3ft RCA Side/Side Twisted Pair	\$3.00
ORC12	12ft RCA Side/Side Twisted Pair	\$4.25
ORC16	16ft RCA Side/Side Twisted Pair	\$4.50
2 Channel Pro Series RCA's		
ORCP	1.5ft PRO Series RCA Side/Side Twisted Pair	\$5.50
ORCPR	1.5ft PRO Series Right Angle RCA Side/Side Twisted Pair	\$5.50
ORC3P	3ft PRO Series RCA Side/Side Twisted Pair	\$6.25
ORC3PR	3ft PRO Series Right Angle RCA Side/Side Twisted Pair	\$6.25
ORC12P	12ft PRO Series RCA Side/Side Twisted Pair	\$9.50
ORC12PR	12ft PRO Series Right Angle RCA Side/Side Twisted Pair	\$9.50
ORC16P	16ft PRO Series RCA Side/Side Twisted Pair	\$10.00
ORC16PR	16ft PRO Series Right Angle RCA Side/Side Twisted Pair	\$10.00
6 Channel Pro Series RCA's		
ORCP4	1.5ft PRO Series RCA Side/Side Twisted Pair	\$9.00
ORC3P4	3ft PRO Series RCA Side/Side Twisted Pair	\$10.00
ORC12P4	12ft PRO Series RCA Side/Side Twisted Pair	\$16.00
ORC16P4	16ft PRO Series RCA Side/Side Twisted Pair	\$18.00
2 Channel Expert Series RCA's		
ORCE	1.5ft Expert Series RCA Side/Side Twisted Pair	\$13.50
ORC3E	3ft Expert Series RCA Side/Side Twisted Pair	\$14.50
ORC12E	12ft Expert Series RCA Side/Side Twisted Pair	\$20.00
4 Channel Expert Series RCA's		
ORC16E	16ft Expert Series RCA Side/Side Twisted Pair	\$22.00
ORC34	1.5ft Expert Series RCA Side/Side Twisted Pair	\$22.00
ORC3E4	3ft Expert Series RCA Side/Side Twisted Pair	\$24.00
ORC12E4	12ft Expert Series RCA Side/Side Twisted Pair	\$30.00
ORC16E4	16ft Expert Series RCA Side/Side Twisted Pair	\$32.00
6 Channel Expert Series RCA's		
ORC16E6	16ft Expert Series RCA Side/Side Twisted Pair	\$45.00
Video Cables		
ORV	1.5ft Video Cable 75ohm	\$5.50
ORV3	3ft Video Cable 75ohm	\$6.00
ORV10	10ft Video Cable 75ohm	\$8.50
ORV16	16ft Video Cable 75ohm	\$10.00
HARDWARE		
Battery Terminals		
ORBGM	Battery Terminal GM	\$3.50
ORBGMs	Battery Terminal GM Short	\$4.25
ORBGMl	Battery Terminal GM Long	\$4.50
ORB	Battery Terminal +/-	\$7.50
ORBP	Battery Terminal +/- (Premium)	\$16.00
Fuse Holders		
ORFMANL	Fuse Holder Single Mini ANL	\$5.00
ORFDMANL	Fuse Holder Dual Mini ANL	\$8.00
ORFANL14	Fuse Holder ANL 1/0AWG with 4AWG reducer in/out	\$12.00
Distribution Blocks		
ORD48	Distribution Block (1) 4 AWG in - (4) 8AWG out	\$7.00
ORD14	Distribution block (1) 1/0AWG in (4) 4AWG out	\$12.00

P/N	Description	Price
Crimp Rings		
ORT8	Crimp Rings 8AWG	\$2.50
ORT1	Crimp Rings 1/0AWG	\$3.00
ORT4	Crimp Rings 4AWG	\$3.00
ORT4	Ground Ring 4AWG	\$4.50
ORT1	Ground Ring 1/0AWG	\$5.50
Capacitors		
ORC1	Capacitor 1 farad w/Distribution Top	\$65.00
ORC1D	Capacitor 1 farad digital w/Distribution top	\$95.00
ORC2D	Capacitor 2 farad digital w/distribution top	\$130.00
ORC5V	Capacitor 5 farad w/ Volt Meter	\$180.00
ORC10V	Capacitor 10 farad w/ Volt Meter	\$210.00
Electronics		
ORRPA	Remote Power Adapter	\$6.00
ORSRA	Speaker Level to RCA Adapter	\$7.50
ORGL150	Ground Loop Isolator 50watt	\$8.50
ORGL100	Ground Loop Isolator 100watt	\$8.50
ORLOC60	Adjustable Line Output Converter 60watt	\$10.00
WIRE		
Speaker Wire		
ORW1620	20ft Roll 18AWG Speaker Wire Frosted Blue / CCA Spec	\$7.00
ORW16	500ft Spool 16AWG Speaker Wire Frosted Blue / CCA Spec	\$65.00
ORW12	250ft Spool 12AWG Speaker Wire Frosted Blue / CCA Spec	\$75.00
ORWC12	250ft Spool 12AWG Speaker Wire Frosted Blue / CEA Spec	\$120.00
ORW9	100ft Spool 9 Wire Install Cable / CEA Spec	\$120.00
ORWC16	500ft Spool 16AWG Speaker Wire Frosted Blue / CCA Spec	\$120.00
Power / Ground Wire		
ORW8B	250ft Spool 8AWG Frosted Blue / CCA Spec	\$85.00
ORW8G	250ft Spool 8AWG Frosted Black / CCA Spec	\$85.00
ORW4B	100ft Spool 4AWG Frosted Blue / CCA Spec	\$85.00
ORW4G	100ft Spool 4AWG Frosted Black / CCA Spec	\$85.00
ORWC4R	100ft Spool 4AWG Frosted Red / CEA Spec	\$140.00
ORWC4G	100ft Spool 4AWG Frosted Black / CEA Spec	\$140.00
ORWC8R	250ft Spool 8AWG Frosted Red / CEA Spec	\$165.00
ORWC8G	250ft Spool 8AWG Frosted Black / CEA Spec	\$165.00
ORWC1R	50ft Spool 1/0AWG Frosted Red / CEA Spec	\$175.00
ORWC1G	50ft Spool 1/0 AWG Frosted Black / CEA Spec	\$175.00
FUSES		
ORFMA30	Fuse Mini ANL 30AMP 4 Pack	\$3.00
ORFMA40	Fuse Mini ANL 40AMP 4 Pack	\$3.00
ORFMA50	Fuse Mini ANL 50AMP 4 Pack	\$3.00
ORFMA60	Fuse Mini ANL 60AMP 4 Pack	\$3.00
ORFMQ70	Fuse Mini ANL 70AMP 4 Pack	\$3.00
ORFMQ80	Fuse Mini ANL 80AMP 4 Pack	\$3.00
ORFMA100	Fuse Mini ANL 100AMP 4 Pack	\$3.00
ORFMA120	Fuse Mini ANL 120AMP 4 Pack	\$3.00
ORFA100	Fuse ANL 100AMP 2 Pack	\$3.00
ORFA120	Fuse ANL 120AMP 2 Pack	\$3.00
ORFA150	Fuse ANL 150AMP 2 Pack	\$3.00
ORFA200	Fuse ANL 200AMP 2 Pack	\$3.00
ORFM30	Fuse MAXI 30AMP 4 PACK	\$4.50
ORFM40	Fuse MAXI 40AMP 4 PACK	\$4.50
ORFM50	Fuse MAXI 50AMP 4 PACK	\$4.50
ORFM60	Fuse MAXI 60AMP 4 PACK	\$4.50
ORFM70	FuseMAXI 70AMP 4 PACK	\$4.50



The Program:

Orion Silver Anniversary 2009

What is the Orion Silver Anniversary program?

A year long program that rewards dealers with our deepest discount, in store merchandising and an exciting sales floor incentives program.

COMMITMENT (per retail location)

BENEFIT 1*: OPENING ORDER DISCOUNT

From a 10% up to a maximum of 25% "up front" discount deducted from your qualifying order (DFI). To receive your maximum qualifying order discount you must sign up by January 25th. (One order only – see the chart below for reference.)

BENEFIT 2: TERMS**

Receive up to a maximum of 120 day dating on your qualifying order based on your credit approval on applicable opening order levels.

** (One order only – see the chart below for reference).

BENEFIT 3: ONGOING DISCOUNT*

Place your qualifying opening order on or before January 25th, 2009 and receive the following ongoing discount on your Orion purchases for remainder of the 1st quarter 2009. (pricing ends March 31st, 2009)

	LEVEL 1*	LEVEL 2*	LEVEL 3*
Quarterly Discount*	\$3,000	\$5,000	\$10,000
Ongoing Discount %	10%	15%	20%
Opening Order 25th Discount*	2%	3%	5%
Opening Order Discount	12%	18%	25%
Terms (days)**	60**	90**	120**

Per Retail Location 2009. Orion Series Product Only

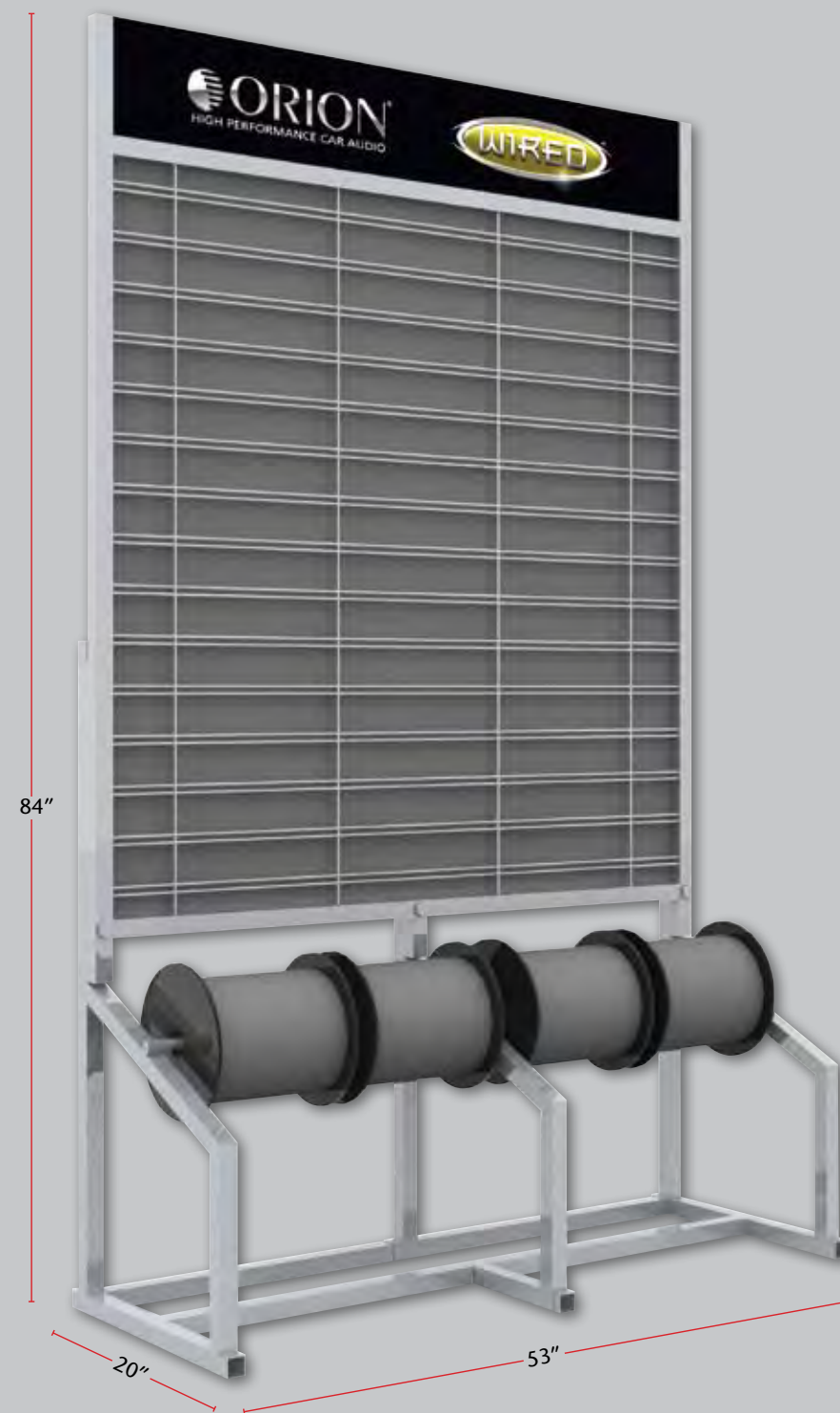
By placing your qualifying order by January 25th, 2009 you will be eligible for benefits 4-7.

*Opening and re-qualifying initial order discounts only apply if the order is received on or before the 25th of the first month in each new quarter. Order level per retail location. Order can only contain Orion 2009 Series product, including Orion Wired. The order MUST not consist of more than 50% in total invoice dollars in any one Orion Series. The four Orion series are defined as follows: Cobalt, XTR, HCCA, Orion Wired. Standard volume discounts and Directed's standard Quarterly Co-op advertising program DO NOT apply to any Mobile Audio Purchases in 2009. All pricing is net. The program is only applicable to domestic retail dealers and regional retailers in good standing. Not available for international or distributor accounts. Excludes Sirius and HD Radio.

**Subject to submission and approval of Directed's Standard trade credit application. This is not a guarantee we will extend terms. COD dealers will keep their 15% discount structure on this order, but MUST have a current Orion 25th Anniversary program signed credit card form on file for the order to be processed. If terms are approved, Directed will charge the credit card automatically on the day due.

BENEFIT 4: FREE ORION WIRED DISPLAY

Free Orion Wired Display with purchase of \$500 or more of Orion Wired products on your opening order. Purchase must be made before January 25th to be eligible for the free display! Limit one display per retail location.





THE PROGRAM: ORION SILVER ANNIVERSARY 2009

BENEFIT 5:

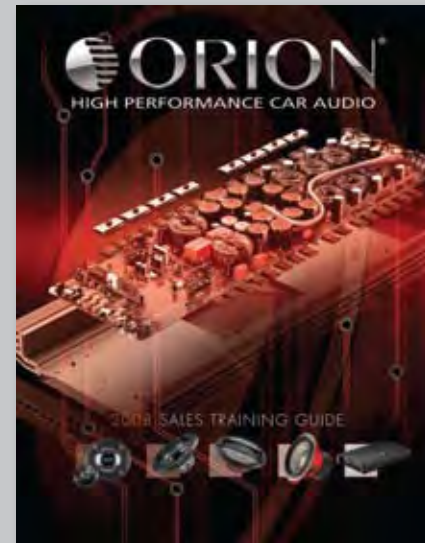
Place your opening order before March 31, 2009 and receive the following:

- 40% Off Demo Product, with free Amp Display Board kit



25th Anniversary P.O.P. Kit containing:

- Metal authorized dealer sign
- Outdoor banner
- In-store Orion brand signage
- Retail spin-wheel reference chart
- Sales training guide
- Retail Orion information display
- 25th Anniversary promo stand
- 4 long sleeve shirts
- 4 FlexFit baseball caps



BENEFIT 6: QUARTERLY QUALIFIER

Place your quarterly qualifying order by the 25th day of the first month in the new quarter, and receive the ongoing discount for the rest of the quarter.

	Place your order by:	Ongoing discount ends:
Q1 2009	January 25th 2009	March 31st 2009
Q2 2009	April 25th 2009	June 30th 2009
Q3 2009	July 25th 2009	September 30th 2009
Q4 2009	October 25th 2009	December 31st 2009

	LEVEL 1*	LEVEL 2*	LEVEL 3*
Quarterly Discount*	\$3,000	\$5,000	\$10,000
Ongoing Discount %	10%	15%	20%
Opening Order 25th Discount*	2%	3%	5%
Opening Order Discount	12%	18%	25%
Terms (days)**	60**	90**	120**

Per Retail Location 2009. Orion Series Product Only.

*Opening and re-qualifying initial order discounts only apply if the order is received on or before the 25th of the first month in each new quarter. Order level per retail location. Order can only contain Orion 2009 Series product, including Orion Wired. The order MUST not consist of more than 50% in total invoice dollars in any one Orion Series. The four Orion series are defined as follows: Cobalt, XTR, HCCA, Orion Wired. Standard volume discounts and Directed's standard Quarterly Co-op advertising program DO NOT apply to any Mobile Audio Purchases in 2009. All pricing is net. The program is only applicable to domestic retail dealers and regional retailers in good standing. Not available for international or distributor accounts. Excludes Sirius and HD Radio.

**Subject to submission and approval of Directed's Standard trade credit application. This is not a guarantee we will extend terms. COD dealers will keep their 15% discount structure on this order, but MUST have a current Orion 25th Anniversary program signed credit card form on file for the order to be processed. If terms are approved, Directed will charge the credit card automatically on the day due.



THE PROGRAM:

ORION SILVER ANNIVERSARY 2009

BENEFIT 7: SALES INCENTIVE PROGRAM

Orion Silver Anniversary Points Promotion is a rewards promotion only for floor sales associates of dealers on the Orion Silver Anniversary Program. SELL ORION – MAKE MORE \$\$ AND EARN VALUABLE PRIZES!

EVERYBODY WHO ENTERS GETS A PRIZE!

Finally a Points Program that Makes Sense: Easy to Enter, Easy to Win, Achievable: Collect the Serial Number, Enter Online, and Choose from a Wide Range of Prizes: Gas Cards, Gift Cards, iPods, Spy Optics sunglasses – and of course Orion Car Audio products and apparel!



Three Grand Prize Winners will Receive Polk Audio or Definitive Technology Home Theater Systems!

Definitive Technology



polkaudio®

