

# THAT'S THE KICKER!

The legendary brand has re-introduced a classic alongside some exciting new full-range speakers, enclosures and lifestyle products.

For the last few years, Kicker has gone all-out to embrace the youth culture, inherent in the car audio scene. Rather than tempt potential customers with exclusively car audio products, Kicker is marketed as a lifestyle and a brand. It's all about extreme sports, pushing the limits and ultimately, being cool. Sponsorship of extreme sport heroes and events like the Big Air Bash has brought exceptional kudos to the Kicker brand thanks to the likes of motorsport star, Travis Pastrana for example. This marketing has tapped into young customers around the world and everything they're into. So it comes as no surprise that this year's product range is more diverse than ever. Kicker has taken what it has done so well for years and added even more of everything!

The big Kicker news is the return of the Solo Classic subwoofer: one that excels in tiny enclosures to deliver big bass. The original marketing concept of this classic was: 'all the bass, half the space' and that continues today in small, sealed enclosures. While the name's the same, the technology used in the 2009 version is miles from the 20-year-old concept. High temperature dual voice coils, T-cut top plate, vent-less solid pole piece design are mated to a stitched surround and Spiralead tinsel leads for extreme reliability. Solo Classic will run in enclosures as small as 0.33 cu ft and comes in 8, 10, 12 and 15in sizes.

Also new is the long-awaited replacement for the Kicker SS range. QS offers a no-compromise matched component set in 6.5in and an innovative 6in version that fits into a 5.25in location. Cones are made from a woven carbon/poly outer, a super-rigid foam core and then another carbon/poly outer for stiffness, internal damping and lightweight. The QS models use 30mm tweeters with domes made from DuPont® Teflon® (a polyethylene terephthalate fibre) run from two-way bi-ampable passive crossovers using 24db/octave high-pass and 12db/octave low-pass filtering. Tweeter output is controlled by three stage jumpers. The RS models use most of the QS technology with specs that deliver a near identical Kicker sound but with an even more attractive price. Tweeters are 25mm in the RS series, the materials used are still up there with the best and you still have the bi-ampable crossovers, albeit using slightly altered curves.

The CompVT range is refined with a new box style to give a super-slim design for small interiors and boots. The port fires upwards to make the most of the compact enclosure design. Naturally

available in 10 and 12in versions, an 8 or 6.5in model is even more compact. The CVT subs use vent-less solid pole design so the woofers can be mounted right up against the back wall of the enclosure.

We couldn't mention Kicker without mentioning the Warhorse: WX10000.1 amplifier. This signal-modulated mono sub amp has been built to provide the power to drive the Kicker Solo X woofers with 10,000 true Watts. The Warhorse amplifies the audio signal directly to dual voice coil subs from the power supply, as opposed to using amplification circuits found in Class D or Class A/B amps. This result is an output efficiency of 90% at 2-ohms and 93% at 4-ohms. Four custom planar transformers each handle 5000Watts using an industrial-grade DSP for controlling signal processing and protection. Even heavy-duty, solid copper bus bars are needed to handle the current.

## KICKER GETS PERSONAL

Fresh for CES, Kicker launched its new range of earbud headphones and last year we saw the iPod speaker system, iKick. Both are aimed at the buyer looking for Kicker to deliver the best quality audio on the move and at home when they're not in the car. Affordable, high sound quality products like this take the Kicker sound and deliver it in two models: EB141 and EB101 with noise cancellation. iKick iK500 is an iPod docking hi-fi with a big kick! It claims to be the loudest docking station on the market with a rear mounted square 6in sub combined with a front-facing pair of 5in woofers, 19mm tweeters and 40W internal amplification.

Kicker's product range helps bridge the gap between young people into music and sports, with high-quality car audio. Easily the highest profile of any aftermarket car audio brands, Armour monopolises the UK aftermarket show and cruise circuit, as well as promoting the brands at music-based events such as festivals, night clubs and sports venues. So while younger customers may be buying ear buds and iPod docks now, they'll want Kicker car audio before too long...

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