



Visionary Hifonics Founder Passes Away

Zed Audio's comments in **Red**

Libertyville, Illinois – April 10, 2017 – Maxxsonics USA is saddened by the passing of Helmut Richard Leo Stieglitz the visionary founder of Hifonics. His vision was to develop car audio amplifiers that were higher powered **Absolute lie, Helmut was guided by me into the world of high powered amplifiers**, superior quality and stellar sound. Mr. Stieglitz could not have known that his vision **I think not, the amplifiers were Zed's vision and I will give my ex partner Lukas Louw credit for his input to the development of the Hifonics amplifiers we designed and built.** would still be inspiring enthusiasts, installers and retailers more than 35 years later. **Who is this guy kidding?**

From a small 10' x 10' booth at the 1980 **Oh dear Stiefel you cannot even get your dates right, it was CES January 1984 as I had only arrived in the USA in August 1983 and had not begun even manufacturing amplifiers for Helmut from my South African company in 1980!** Consumer Electronics Show (Pictured on the left) in Las Vegas Mr. Stieglitz and the Hifonics team **There was no team, it was Helmut, myself and Lukas with me outside in the freezing cold demonstrating the system in MY BMW 735i.** launched a product, a brand and a lifestyle with their first amplifier, Series I, that was built in South Africa. **(By guess who and for your information it**

was Series II as series one had ceased production by late 1983) By 1982 manufacturing moved to the USA when the brand began its meteoric rise to fame. An outright lie, I landed on these shores on the 5th August 1983 and the name of the company was/is ZED AUDIO CORPORATION which I own and from whom Hifonics purchased their electronics. Helmut had ZERO say on when I was to immigrate or where I would be based, it was my decision alone.

Mr. Stieglitz passed away last week knowing that he had launched a lifestyle and we are all thankful for his vision which became POWER FROM THE GODS. Sorry Stiefel it was my slogan and not Helmut's.

Maxxsonics USA purchased the Hifonics brand in 2001. Alden Stiefel, President and CEO of Maxxsonics said, *“Helmut was a very smart, friendly and warm person. He often called me to check up on his brand. He loved the Hifonics brand and the people who had come to be passionate about the music it produced.”*

Mr. Stieglitz and his Hifonics engineering team. You gotta be kidding me Hifonics had NO engineering team, ALL engineering was done by Zed Audio. identified the need for truly well-built sound quality amplifiers that could deliver high power. In fact, they delivered more power than any mobile audio amplifier line being produced in the early 1980's. Yes they did Stiefel for once you actually told the truth.

This passion for exceeding expectations was only befitting a brand that identified its products with the mythology of Greek and Roman gods – The Colossus launched by Mr. Stieglitz is, to this day, the most recognizable family of amplifiers available in car audio, and still available today from Hifonics, manufactured by Maxxsonics USA.

*“Helmut will be missed. His vision and marketing acumen still drives the strategy of Hifonics today,”*concluded Stiefel.

In his later life, Helmut found a passion for wine. Having spent a lifetime traveling the world for business he became a celebrated guide through global vineyards and hosted wine tasting tour throughout the world and founded his own company that was an International Distributor of wines.

He was planning a tour of South African vineyards when he passed in his home in the Seattle area where he has been a resident for 20 years.”

Mr. Stieglitz is survived by a large family including his wife Beverly, five children and ten grandchildren.