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FOR IMMEDIATE RELEASE

Metra Electronics® to Attend SHOT Show 2024

Holly Hill, Fla. – January 4, 2024 – [Metra Electronics®](#) announces it will showcase a selection of industry-relevant products at the 2024 SHOT Show® at The Venetian Expo and Caesars Forum in Las Vegas on January 23-26. The [Shooting, Hunting, Outdoor Trade Show](#) (SHOT Show) is the largest and most comprehensive trade show for all professionals involved with the shooting sports, hunting, and law enforcement industries. It is the world's premier exposition of combined firearms, ammunition, law enforcement, cutlery, outdoor apparel, optics, and related products and services. Metra will display its products at [booth #40631, Venetian Expo, Level 1](#), including its popular AmmoTenna® line of automotive antenna masts, LED lighting systems, offroading and vehicle accessories, and more.

Metra's [AmmoTenna®](#) line of automotive antenna masts is available from distributors, retailers, and automotive customization shops across North America. Hunting, shooting, and outdoor enthusiasts can customize their vehicles with an antenna that is a replica of a .30 caliber bullet, .50 caliber bullet, 7.62 caliber bullet, or a short or long hunting arrow. A variety of styles are available, including an option that is hydro-dipped in the patented Mossy Oak® Break-Up Country pattern. Using threaded mounting, the replacement antennas are designed for AM/FM radio bands and vehicles with removable masts. They work with most vehicles with detachable roof or fender mount antennas and fit most factory antenna bases.

Metra is looking forward to displaying these antennas and other popular products while connecting with fellow industry professionals at this year's SHOT Show. Organized by NSSF®, the Firearm Industry Trade Association, the show is restricted to the shooting, hunting, and outdoor trade professionals and commercial buyers and sellers of military, law enforcement, and tactical products and services. Over 2,500 exhibitors are scheduled to attend the event.

About Metra Electronics®

At Metra, 12volt installation and integration is our passion. We strive to continuously offer the highest quality products to meet the fluctuating technological challenges of the automotive world. We actively listen to our customers' requests and invest resources in developing the highest quality dash kit and harness solutions. We make dash kits for more vehicle applications than anyone else in the world. That's why we've been known as "*The Installer's Choice*"® for 75+ years. Our other brands include: Axxess®, T-SPEC®, The Install Bay®, Heise LED Lighting Systems®, iBEAM Vehicle Safety Systems®, Shuriken High Performance Batteries®, Raptor®, Ballistic®, AmmoTenna®, Metra PowerSports®, Saddle Tramp®, Metra Marine®, Daytona Lights®, and Tsunami®. For ordering information and pricing, visit Metra Electronics online at [MetraOnline.com](#) or call 386-257-2956.

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