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□ HOME □ LOGIN □ SEARCH □ SITE MAP □ ABOUT US □ CONTACT US

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MEMBERSHIP □
RESOURCES □
EVENTS □
ONLINE ORDERING □
WHAT'S NEW □

Back to Press Releases

MERA Contests NYC Council on Audible Alarms

Indianapolis, IN – The Mobile Enhancement Retailers Association (MERA) recently made a statement before the New York City Council to contest Resolution #365, Int. 81. The ordinance, if passed, would take away the ability for vehicle owners to protect their personal property in and on their vehicles. The resolution calls for a ban on the sale and installation of audible motor vehicle alarms.

Speaking before the Council on behalf of the association was MERA member Micah Sheveloff, a former retailer now serving as a consultant to the mobile electronics industry. "One of the primary reasons that customers install a vehicle alarm system is to protect the contents or the accessories that they have installed in or on their vehicle," Sheveloff said. "There is no better alternative than an audible alarm for this protection."

Sheveloff also serves as a member of MERA's Legislative Committee. The Committee actively helps to shape – and sometimes halt – legislation for the purpose of protecting the mobile electronics industry, with contesting the proposed New York City ordinance being its current priority.

As a result of MERA's efforts, the language of the proposed ordinance has been amended to soften the blow to the mobile electronics industry; the full city council has yet to vote on the proposed ordinance. MERA's Legislative Committee will continue to monitor the situation in New York City. If the ordinance proves to be a threat to the revenue of City retailers, the city council should expect to see renewed efforts by MERA to effect a change.

"MERA is very sensitive to the noise issues that New York City is experiencing and the concern that citizens have a right to peace and tranquility in residential areas, but not at the expense of private citizens' rights to protect their property effectively," Rick Mathies, executive director, MERA, said. MERA believes immobilizers, which some have suggested replace audible vehicle alarms, will do nothing to protect consumers' property.

MERA is a national trade association of companies that market products and services that enhance the driving experience. MERA provides education, advances the industry and enables its members to attain the highest level of customer satisfaction. The association was founded in 1996 and has more than 600 member companies throughout the United States. MERA members are established and insured businesses with bona fide qualifications and experience in this specialized field. MERA is a not-for-profit organization

based in Indianapolis, Ind. For more information, visit www.merausa.org, or call 800-WHY MERA (949-6372).