2017 CES Stories

LD1B+

$69.99-$169.99

Positioning: Better
Last Refresh: 2003
Available: Speakers Now
Subwoofers: Spring 2017

MM1

$159.99-$299.99

Positioning: Best
Last Refresh: 2008
Available: Spring 2017
Everything you love about Polk's Dynamic Balance technology—that rich, clean, full-range sound—is built into this marine-tough, yet ruggedly sophisticated new series. And with its universal fit, it can be installed in any vehicle: Automobiles, motorcycles, boats, ATVs—you name it.

It offers a range of eight sizes in total: six different coaxials from the 4" to the 6" x 9" and also includes two component systems.
Enjoy a rich, clean, full-range sound with our patented Dynamic Balance technology engineered into every DB+ speaker. Rigorously tested through Polk's Klippel distortion analyzers and developed by our talented Polk Audio engineers, Dynamic Balance technology features non-resonant materials so you get extremely clear highs, mids and lows no matter what you're listening to.

- Non-resonate materials
- No distortion
- Clear highs, mids & lows
With its exceptional power handling, each speaker includes a three-quarter inch terylene tweeter for optimized mids and highs that blend perfectly with the gut-thumping lows from our polypropylene woofers. The tweeters have been re-engineered for zero protrusion, and the entire speaker has a reduced mounting depth for a precise, drop-in fit. We’ve also ensured the mounting holes correctly align with all vehicles for the easiest installation on the market today.

HIGH PERFORMANCE FACTORY UPGRADE

- 85% Fit Rate
- ¾” Terylene Tweeters
- Zero Protrusion
- Polypropylene Woofers
- Reduced Mounting Depth
- Universal Mounting Holes
UNIVERSAL FIT

Original Series

New Series with Improved Fit

2 3/8"

1 3/4"
The DB Plus Speaker Series are Marine Certified to push the limits of durability, so you can take them anywhere. The speakers feature an IP 56 waterproof rating and are tested for salt-fog, UV and humidity.
International Protection (IP) Rating (also interpreted as Ingress Protection Rating*) consists of the letters IP followed by two digits and an optional letter. As defined in international standard IEC 60529, it classifies the degrees of protection provided against the intrusion of solid objects (including body parts like hands and fingers), dust, accidental contact, and water in electrical enclosures. The standard aims to provide users more detailed information than vague marketing terms such as waterproof.

The digits (characteristic numerals) indicate conformity with the conditions summarized in the tables below. For example, an electrical socket rated IP22 is protected against insertion of fingers and will not be damaged or become unsafe during a specified test in which it is exposed to vertically or nearly vertically dripping water. IP22 or 2X are typical minimum requirements for the design of electrical accessories for indoor use.
### First Digit: Solids

The first digit indicates the level of protection that the enclosure provides against access to hazardous parts (e.g., electrical conductors, moving parts) and the ingress of solid foreign objects.

<table>
<thead>
<tr>
<th>Level</th>
<th>Object size protected against</th>
<th>Effective against</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Not protected</td>
<td>No protection against contact and ingress of objects</td>
</tr>
<tr>
<td>1</td>
<td>&gt;50mm</td>
<td>Any large surface of the body, such as the back of the hand, but no protection against deliberate contact with a body part.</td>
</tr>
<tr>
<td>2</td>
<td>&gt;12.5mm</td>
<td>Fingers or similar objects.</td>
</tr>
<tr>
<td>3</td>
<td>&gt;2.5mm</td>
<td>Tools, thick wires, etc.</td>
</tr>
<tr>
<td>4</td>
<td>&gt;1mm</td>
<td>Most wires, screws, etc.</td>
</tr>
<tr>
<td>5</td>
<td>Dust Protected</td>
<td>Ingress of dust is not entirely prevented, but it must not enter in sufficient quantity to interfere with the satisfactory operation of the equipment; complete protection against contact.</td>
</tr>
<tr>
<td>6</td>
<td>Dust Tight</td>
<td>No ingress of dust; complete protection against contact.</td>
</tr>
</tbody>
</table>

### Second Digit: Liquids

Protection of the equipment inside the enclosure against harmful ingress of water.

<table>
<thead>
<tr>
<th>Level</th>
<th>Object size protected against</th>
<th>Effective against</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Not protected</td>
<td>Dripping water (vertically falling drops) shall have no harmful effect.</td>
</tr>
<tr>
<td>1</td>
<td>Dripping water</td>
<td>Vertically dripping water shall have no harmful effect when the enclosure is tilted at an angle up to 15° from its normal position.</td>
</tr>
<tr>
<td>2</td>
<td>Spraying water</td>
<td>Water falling as a spray at any angle up to 60° from the vertical shall have no harmful effect.</td>
</tr>
<tr>
<td>3</td>
<td>Splashing water</td>
<td>Water splashing against the enclosure from any direction shall have no harmful effect.</td>
</tr>
<tr>
<td>4</td>
<td>Water jets</td>
<td>Water projected by a nozzle (6.3mm) against enclosure from any direction shall have no harmful effects.</td>
</tr>
<tr>
<td>5</td>
<td>Powerful water jets</td>
<td>Water projected in powerful jets (12.5mm nozzle) against the enclosure from any direction shall have no harmful effects.</td>
</tr>
<tr>
<td>6</td>
<td>Immersion up to 1m</td>
<td>Ingress of water in harmful quantity shall not be possible when the enclosure is immersed in water under defined conditions of pressure and time (up to 1 m of submersion).</td>
</tr>
<tr>
<td>7</td>
<td>Immersion beyond 1m</td>
<td>The equipment is suitable for continuous immersion in water under conditions which shall be specified by the manufacturer. Normally, this will mean that the equipment is hermetically sealed. However, with certain types of equipment, it can mean that water can enter but only in such a manner that it produces no harmful effects.</td>
</tr>
</tbody>
</table>
Integrated waterproof inner and outer surrounds completely block dirt, liquid and grime from entering the speaker housing, which helps minimize corrosion and maximize longevity of the entire speaker and its housing basket.

WATERPROOF SURROUNDS
• IP 56 rating (water- and dirt- resistant)
• Waterproof surrounds keep the elements out
• Stainless steel mounting hardware
• UV tolerant cones
• Tested for salt-fog, UV and humidity
SPEAKERS

- **DB402 - 4” Coaxial**
  - Price: $69.99

- **DB522 - 5.25” Coaxial**
  - Price: $79.99

- **DB652 - 6.5” Coaxial**
  - Price: $89.99

- **DB5252 - 5.25” System**
  - Price: $159.99

- **DB462 - 4” x 6” Coaxial**
  - Price: $69.99

- **DB522 - 5” x 7” Coaxial**
  - Price: $89.99

- **DB652 - 6” x 9” Coaxial**
  - Price: $119.99

- **DB6502 - 6.5” System**
  - Price: $169.99
<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Marine</th>
<th>Top Mount Depth</th>
<th>Power Handling</th>
<th>Peak Power</th>
<th>Tweeter Size</th>
<th>Cone Type</th>
<th>Adapter Plate</th>
<th>Grille</th>
</tr>
</thead>
<tbody>
<tr>
<td>DB+652</td>
<td>$89.99</td>
<td>Marine - IPX65</td>
<td>1 3/4&quot;</td>
<td>100 W</td>
<td>300 W</td>
<td>3/4&quot;</td>
<td>Polypropylene</td>
<td>Adapter Ring</td>
<td>Yes, Marine Grade</td>
</tr>
<tr>
<td>Kicker 41KSC654</td>
<td>$99.99</td>
<td>Not Marine</td>
<td>1 13/16&quot;</td>
<td>100 W</td>
<td>300 W</td>
<td>1&quot;</td>
<td>Polypropylene</td>
<td>No Adapter</td>
<td>Yes, Black Mesh</td>
</tr>
<tr>
<td>Alpine SPS 610</td>
<td>$99.99</td>
<td>Not Marine</td>
<td>2 1/4&quot;</td>
<td>80 W</td>
<td>240 W</td>
<td>1&quot;</td>
<td>Polypropylene</td>
<td>Adapter Ring</td>
<td>Yes, Black Mesh</td>
</tr>
<tr>
<td>Alpine SPE 6000</td>
<td>$99.99</td>
<td>Not Marine</td>
<td>2 3/8&quot;</td>
<td>60 W</td>
<td>240 W</td>
<td>3/4&quot;</td>
<td>Polypropylene</td>
<td>No Adapter</td>
<td>Yes, Black Mesh</td>
</tr>
<tr>
<td>JBL GX602</td>
<td>$99.99</td>
<td>Not Marine</td>
<td>2 1/16&quot;</td>
<td>60 W</td>
<td>180 W</td>
<td>N/A</td>
<td>Polypropylene</td>
<td>Adapter Ring</td>
<td>Yes, Black Mesh</td>
</tr>
</tbody>
</table>
Polk’s rich, deep bass gets an on-the-go overhaul with the marine-tough, yet ruggedly sophisticated, DB+ subwoofers. With a space-saving design you get thunderous sonic output that fits in nearly any vehicle.
MARINE CERTIFIED

- IP56 rating (water- and dirt- resistant)
- Stainless steel mounting hardware
- UV tolerant cones
- Tested for salt-fog, UV and humidity
SUBWOOFERS

Launch: Spring 2017

DB842 – 8” Subwoofer (SVC & DVC) $79.99

DB1042 – 10” Subwoofer (SVC & DVC) $89.99

DB1242 – 12” Subwoofer (SVC & DVC) $99.99
COMPETITIVE LANDSCAPE

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Marine</th>
<th>Top Mount Depth</th>
<th>Power Handling</th>
<th>Peak Power</th>
<th>Cone Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>polk DB+ 1242</td>
<td>$99.99</td>
<td>Not Marine</td>
<td>4-1/3”</td>
<td>370W</td>
<td>1110W</td>
<td>Polypropylene</td>
</tr>
<tr>
<td>Kicker 44CWCS124</td>
<td>$99.95</td>
<td>Not Marine</td>
<td>5-3/8”</td>
<td>300W</td>
<td>600W</td>
<td>Polypropylene Cone</td>
</tr>
<tr>
<td>JL 12W0v3-4</td>
<td>$119.99</td>
<td>Not Marine</td>
<td>5-7/16”</td>
<td>300W</td>
<td>600W</td>
<td>Polypropylene Cone</td>
</tr>
<tr>
<td>JBL CX1200</td>
<td>$129.99</td>
<td>Not Marine</td>
<td>6-1/16”</td>
<td>250W</td>
<td>1000W</td>
<td>Polypropylene Cone</td>
</tr>
<tr>
<td>Rockford Punch P3D4-12</td>
<td>$249.99</td>
<td>Not Marine</td>
<td>6-2/3”</td>
<td>600W</td>
<td>1200W</td>
<td>Anodized Aluminum Cone</td>
</tr>
</tbody>
</table>
Polk MM1 series provides premium audio with unparalleled sonic detail and ultra-durable construction. It’s the one engineered for full-on powerful sound—no matter what vehicle you’re in.

Available: Spring 2017

Price: $159.99-$279.99
Tuned for the total sonic accuracy you get in a studio monitor speaker, the MM Series reconfigures this high-quality sound for an on-the-go experience that’s way beyond anything you’ll hear in an OEM factory setup.
Every element of the MM Series is meticulously engineered for high-performance sound—Dynamic Balance technology, a low protrusion pivoting 1” terylene tweeter, lightweight neodymium motor structure, high-temp Conex spiders and oversized voice coils for increased power handling.

ENGINEERED FOR HIGH PERFORMANCE

- 2nd order high & low pass crossovers for optimum system blending
- Low loss high performance metal film capacitors
Featuring an IP56 rating that includes a non-corrosive fiberglass reinforced ABS basket, epoxy coated crossovers, water-proof inner and outer surrounds, weep holes for proper drainage and titanium-plated cones, you get extra, long-lasting protection—that's all salt-fog and UV tested.
Eliminate water, dirt and dust from entering the speaker housing. Maximize throw, and withstand abuse from marine cleaning agents.
• IP 56 rating (water- and dirt-resistant)
• Waterproof Santoprene S Roll inner and outer surrounds keep the elements out
• Non corrosive aluminum grille
• Speakers- Non-corrosive fiberglass reinforced ABS Basket
• Subs- Non-corrosive PA66 Polyamide Nylon Basket
• Integrated Epoxy Coated Crossovers for water-resistant protection
• Weep Holes or Drainage channels for tough Marine and outdoor applications (weep holes drain)
• UV Tolerant Titanium Plated Cones
• Stainless steel mounting hardware
• Tested for salt-fog, UV and humidity
MM Subwoofers are fused—which provides protection from overdriven amplifiers.
Full Range Series

MSRP: $159.95-$279.95

Launch: Spring 2017

Speakers:
5.25” Coax – $199.99
6.5” Coax – $199.99
6.5” System – $299.99
5x7” Coax – $199.99
6x9 3 Way – $249.99

Subwoofers:
12” Sub – $199.95
10” Sub- $179.95
8” Sub - $159.95
<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Marine</th>
<th>Basket Material</th>
<th>Top Mount Depth</th>
<th>Power Handling</th>
<th>Peak Power</th>
<th>Cone Type</th>
<th>Tweeter Size</th>
<th>Adapter Plate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MM1 652</td>
<td>$199.99</td>
<td>IP56 – Ultra Marine fiberglass reinforced</td>
<td>2-3/5”</td>
<td>100W</td>
<td>300W</td>
<td>2-1/2”</td>
<td>Titanium Plated Adapter Ring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Focal 165AC</td>
<td>$280.00</td>
<td>Not Marine</td>
<td>fiberglass reinforced ABS basket</td>
<td>60W</td>
<td>120W</td>
<td>120W</td>
<td>Dual Fiberglass Structure No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JL C2-650X</td>
<td>$179.99</td>
<td>Not Marine</td>
<td>Steel</td>
<td>2-9/16”</td>
<td>100W</td>
<td>225W</td>
<td>polypropylene cone No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alpine SPR60</td>
<td>$230.00</td>
<td>Not Marine</td>
<td>Steel</td>
<td>2-1/2”</td>
<td>100W</td>
<td>300W</td>
<td>Multi-layer fiber woofer cone Adapter Ring</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### COMPETITIVE LANDSCAPE

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Marine</th>
<th>Basket Material</th>
<th>Top Mount Depth</th>
<th>Power Handling</th>
<th>Peak Power</th>
<th>Cone Type</th>
<th>Fused (Y/N)</th>
<th>Fused (Y/N)</th>
<th>Fused (Y/N)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Polk MM1 1242</strong></td>
<td>$199.99</td>
<td>IP56 – Ultra</td>
<td>Polyamide</td>
<td>4-3/5”</td>
<td>420W</td>
<td>1260W</td>
<td>Polypropylene</td>
<td>Y</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td><strong>Focal 30A4</strong></td>
<td>$229.99</td>
<td>Not Marine</td>
<td>Nylon</td>
<td>5-3/8”</td>
<td>250W</td>
<td>500W</td>
<td>Dual fiberglass structure cone</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td><strong>JL Audio JL 12W1v3-4</strong></td>
<td>$199.99</td>
<td>Not Marine</td>
<td>Steel</td>
<td>5-7/16”</td>
<td>300W</td>
<td>600W</td>
<td>Polypropylene Cone</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td><strong>Rockford P3D4-12</strong></td>
<td>$249.99</td>
<td>Not Marine</td>
<td>Hybrid StampCast</td>
<td>6-11/16”</td>
<td>600W</td>
<td>1200W</td>
<td>Anodized Aluminum Cone</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
</tbody>
</table>