

The Rockford Fosgate T3002 Challenge Results

Rockford Fosgate proves once again that its dedication to engineering and product development is second to none. On May 21st and 22nd the team from Rockford Fosgate proposed a challenge – bring us any competitor’s two channel stereo amplifier that sells for \$399 MAP or less that is capable of outperforming the Rockford Fosgate T3002 Power Series amplifier, and walk away with a complete Rockford Fosgate Audio System valued at \$3002.00!

All participants whose amplifiers “didn't measure up” were given a limited edition T3002 Challenge T-Shirt. The challenge was hosted at the Pioneer Music show in Kansas City, Mo. Their show drew approximately 115 dealers. Rockford Fosgate’s objective was to show their dealer base just how awesome these products are, and leave the dealers with the impression that the old "take no prisoners" Rockford Fosgate attitude is back. “I'd say that we accomplished all of that”, explained Tony Candela, Regional Sales Manager. Garry Springgay of Cogent Audio Labs, an independent testing facility out of Gilbert Arizona, oversaw and performed the testing during the challenge. To get the most accurate results possible, an Audio Precision System One Analyzer was utilized and all participants were given a printed result sheet. Garry measured the T3002 at 210 watts per channel into 4 ohms, 320 per channel into 2 ohms, 411 per channel into 1 ohm, 644 bridged into 4 ohms and 818 bridged into 2 ohms. All measurements were taken at 14.4 volts DC (+/-0.2V) with both channels driven at 1% THD - per the CEA-2006 guidelines. He then posted its results and corresponding graphs from the Audio Precision as the "numbers to beat." ... “One mean little "100 watt" amp,” commented Anthony D’Amore, Lead Engineer for Rockford, who was on hand to answer questions dealers had in regards to Rockford Fosgate power amplifier design and application.

Amplifiers were tested from various competitors, including Memphis®, Kicker®, JL Audio®, and Treo® to name a few. The very first amplifier measured was a stereo amplifier that adhered to the challenge guidelines. It fell short by 17 watts per channel into 4 ohms, short by 9 watts per channel into 2 ohms, and short by 50 watts per channel into 1 ohm. This was the closest any amplifier would come overall to besting the performance of the T3002 during the course of the weekend.

The same dealer brought with him a class D mono amplifier, of which he was certain would make 1500 watts because that was what he was told by the rep that sold him the line. It measured slightly over 750 watts at 1% THD. He was not happy with the results and told numerous people that he was upset that the amplifier performed as poorly as it did for the retail price of \$599.00. “Let's just say I don't think he'll be buying many more of these amplifiers,” said Candela. A very popular regulated power supply amplifier made an appearance half way through day 1. It "didn't measure up" and this was no surprise. Interestingly enough, the amplifier didn't make "the same" power at 4 ohms, 2 ohms and 1 ohm. Again, no surprise to us, but it was news to the dealer that brought it in. After Garry from Cogent Audio Labs completed the 1ohm measurement, he was asked to repeat the 4ohm measurement before disconnecting power to the amplifier. He obliged and the amp was then only able to make half of its’ rated power into 4 ohms. Engineer

Tony D'Amore then fielded questions from the dealer and the onlookers on why this was, and exposed this amplifiers technology. "Wow! This we need to repeat!" stated Candela. This same dealer brought in a lower tier mono amplifier from the same company that did not adhere to the challenge guidelines, but again we measured it. They were under the impression that it was a step down from the first amplifier and were selling customers this amp when they couldn't afford the other. It failed to meet its specified power at 4 ohms, but slightly exceeded its 2 ohms spec at 1000 watts. When it made roughly double the power than the higher priced amp did at 2 ohms, they were SHOCKED! I expect the results of what they saw will simply help us to grow our business in this account. They were kind enough to allow us to use these amplifiers the following day to demonstrate this to another crowd.

We would like to Thank all of our Dealers who took time out of there busy schedule to be at the Dealer Show and make it one of the best shows we've ever had.