



BEARS. BEERS. BEALE STREET AUDIO.

Chicago Bears Fanatics' Converted
U-Haul Gets a Major Tailgating Upgrade



A BRAND OF  **VANCO**
ADVANCING...CONNECTIVITY



The leaves change. The air turns crisp. The seasons shift. For many, it signals the most important season of the year. It's a time of excitement, there's hope for the future and intense preparation. No. It's not back-to-school season. Not pumpkin spice season. The holidays are close but you're still not hitting the mark.





The correct answer:

IT'S FOOTBALL SEASON!

As any die-hard fan can tell you, the early weeks of September mean gathering for Fantasy drafts, running stats and for one very loyal Bears family, upgrading their tailgating set up.

“These Beale speakers are powerful! This new zoned system gives us immersive sound...”

“DA ULTIMATE” — TAILGATING VEHICLE FOR DA BEARS

The Bubeck Family has worked with Brian Ganz and his team at Soundz Plus for many years. Soundz Plus converted a U-Haul cube truck to be the ultimate, or rather, “DA ULTIMATE” tailgating vehicle for DA BEARS.

The project started five years ago when father and son, Frank and John Bubeck decided, after years of holding Chicago Bears season tickets, they wanted a tailgating vehicle to rival others they’ve seen in the Soldier Field parking lot.

BRISK FALL MORNINGS, BARBECUES AND BEER DRINKING

As die-hard Bears fans, they get up before the sun for every home game, arriving in the parking lot the moment it opens. Their beloved truck is a rallying point for fans. With screens, speakers and true Bears spirit on the exterior, it’s perfect for barbecues and beer drinking on brisk Fall mornings. A full AV system inside the cube makes it a great entertaining space for more inclement days. Each year, the vehicle has seen steady upgrades. From its custom exterior Chicago Bears wrap, to the perfectly color matched built-in benches, it gets better and better every year.

THE CHALLENGE

The automotive entertainment specialists at Soundz Plus, are no strangers to extreme vehicular projects. They've done everything from outfitting supercars with state-of-the-art media players to slicing a Cadillac in half to create a custom DJ booth. DA BEARS truck has been a longtime favorite of owner, Brian Ganz. Despite his loyalty to the Detroit Lions.

This year it was time for the vehicle to sound as good as it looks, inside and out. Ganz worked with the Vanco International team to select products to completely refresh the truck's sound system. Just in time for kickoff on opening weekend.

The challenge for any vehicle project is two-fold. First, everything must be easily and securely stored within the truck. When the family is inside the stadium, there should be no concerns about equipment going missing. From the hand-painted bags board to the custom designed speakers, everything is securely locked inside the truck.

The second consideration that comes into play is power. The entire system, from the satellite to the outdoor TV, has to be powered by a portable generator.

"This was my first time working with Beale Street Audio and experiencing their quality sound and performance..."



THE SOLUTION

In total, DA BEARS Tailgating sound experience now includes six of Beale Street's 2-way 4" In-wall Speakers, an 8" Beale Street Subwoofer, and two 1000W, 4 Channel Amplifiers. The truck contains two audio zones – inside and outside to offer additional sound control and comfort for those fans that may be sitting inside the truck. Beale Street's patented Sonic Vortex technology, which focuses soundwave dispersion and eliminates bleed-through, helps maintain the separation.

"These Beale speakers are powerful," says Ganz. "As much as we want the sound system to have a major impact in the parking lot, we want those inside the truck to have a great

experience too. This new zoned system gives us immersive sound without overwhelming the tight interior space."

"As a fabricator and enthusiast myself, I wanted the vehicle to look good and sound good. This year's upgrades necessitated new custom-fabricated enclosures and housings for all the speakers—of course in the Bears classic orange—which took a little time to source and build. Our client is thrilled with the end result. They have already taken the truck on its maiden voyage for the season," said Ganz.



Get Reale. Get Beale.™



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EQUIPMENT LIST

- Qty 6: Beale Street Audio - Dual 4" LCR 2-Way In-Wall Speaker
- Qty 2: Beale Street Audio - 1000W 4 Channel Amplifier
- Qty 1: Beale Street Audio - 8" In-Room Subwoofer



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SonicVortex®
TECHNOLOGY



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