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Tech Data Signs Distribution Agreement for Propel Star Wars Drones

CLEARWATER, Fla., Aug. 31, 2017 /PRNewswire/ -- [Tech Data Corporation](#) (Nasdaq: TECD) today announced an agreement with [Propel™](#), a leading developer of consumer drones and remote-controlled helicopters, to distribute their [Limited Collector's Edition Star Wars™ battle drones](#). Tech Data will provide these drones to major/national retailers, regional retailers,etailers and independent retailers throughout the U.S. and the U.K in conjunction with Disney and Lucasfilm's [Force Friday II](#) global fan event on Sept. 1, 2017 as a prelude to the premiere of *Star Wars: The Last Jedi* on Dec. 15, 2017. Through the agreement, Tech Data will distribute the [T-65 X-Wing Starfighter™](#), [TIE Advanced x1™](#), and [74-Z Speeder Bike™](#) drones.

"Propel boasts some of the best-selling devices on the market, and with Tech Data's extensive reach and unrivaled logistics capabilities, we look for this partnership to provide optimal availability to enable retail partners to maximize their opportunities in this rapidly growing sector of the market," said Marty Bauerlein, senior vice president, Commercial and Retail Solutions, North America at Tech Data. "Tech Data is committed to developing its consumer technology business and supporting retailers in driving sales. This agreement with Propel also reinforces our commitment to making the best products available and helping both our retail customers and our vendor partners to thoroughly capitalize on growth opportunities."

The technologically advanced *Star Wars* battle drones bridge the gap between gaming and flight by allowing pilots to battle up to 12 other players in live environments. Propel has also released a companion flight simulator IOS/Android app to coach pilots in how to fly and battle. Other features include an Intelligent Awareness System (IAT) built into the controllers, reverse propulsion to simulate how the ships fly in the movies, and Light Fidelity (Li-Fi) for instant transmitting of code at light speed.

"Propel has pushed the magic of flight to a whole new dimension with our *Star Wars* high-performance drones," said Darren Matloff, CEO of Propel. "Tech Data's consistent success in delivering products to the marketplace will ensure that delighted customers will be able to pilot their favorite *Star Wars* ships at speeds of over 35 mph and engage friends and family in multiplayer battles. Each drone is intricately detailed, hand-painted to model-quality finish, certified, numbered and packaged in a collectible light-up display box that has to be experienced to fully appreciate."

"We are excited to partner with Propel and Tech Data on the launch of the new *Star Wars* drones," said Lazer Werzberger, head of purchasing for B&H Photo, the largest non-chain specialty electronics retailer in the U.S., and a Tech Data retail customer. "It is such a unique and compelling product, and with the companion app and ability to battle against other drones, it adds a gaming element that no other drones offer. Tech Data has been heavily involved in getting these products to market and has shown their versatility and capabilities when it comes to retail."

Tech Data's partnership with Propel, its first with a major drone manufacturer, reinforces the company's commitment to the high-growth sector of consumer lifestyle electronics, which also includes gaming, virtual reality (VR), augmented reality (AR), smart-home technologies and more. For additional information on Tech Data's retail portfolio and solutions in the U.S., visit www.techdata.com or call (800) 237-8931. In the U.K., visit www.techdata.co.uk.

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<http://ow.ly/Yvcv30dSLb0>.

About Tech Data

Tech Data Corporation is one of the world's largest wholesale distributors of technology products, services and solutions. Its advanced logistics capabilities and value-added services enable 115,000 resellers to efficiently and cost effectively support the diverse technology needs of end users in more than 100 countries. Tech Data generated \$26.2 billion in net sales for the fiscal year ended January 31, 2017. It is ranked No. 107 on the Fortune 500® and one of Fortune's "World's Most Admired Companies." To learn more, visit www.techdata.com, or follow us on [Facebook](#) and [Twitter](#).

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