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Football Legend Virgil van Dijk joins JBL as global brand ambassador



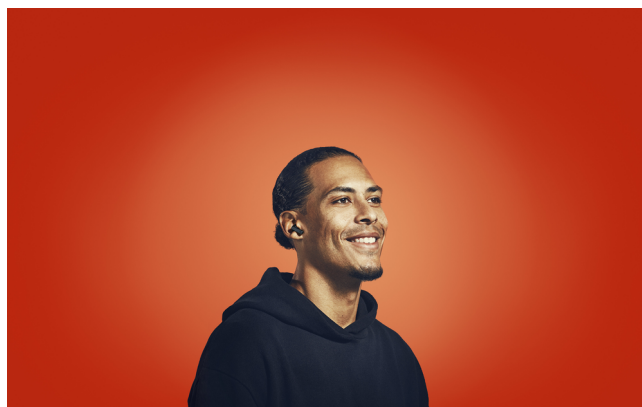
London – 8th April, 2021 – Two giants have collided. Football icon Virgil Van Dijk has joined forces with leading audio brand JBL as its latest global brand ambassador. The Premier League footballer and captain of the Dutch national team was awarded the UEFA European player of the year in 2019. Virgil has also seen huge success on the pitch with Liverpool, including winning the 2020 English Premier League, the 2019 continental treble of UEFA Champions League, the Super Cup, and the FIFA Club World Cup. A sense of ambition and absolute commitment to excellence makes JBL and Van Dijk a perfect match, with both set for a massive year in 2021.

While fans await the chance to see their favourite star work his magic once again on the pitch, Virgil is working harder than ever in the gym and on the training pitch as he continues to recover from injury. With the power of music and a little help from JBL's powerful portable speakers, the legendary defender is getting ready to rule the game once again. Van Dijk will be one of the faces of an upcoming JBL campaign, showcasing the newest JBL True Wireless earbuds.

“Using JBL's incredible Boombox 2 whilst I work out always helps keeps me in the zone. This past year has been incredibly difficult and challenging for everyone, including for me personally. Music has helped me to get fit again, and I can't wait to kick off our partnership as an official ambassador and see what the future holds for both of us,” said Van Dijk.

“Virgil Van Dijk is one of the best defenders in the world and on top of that an inspiring and positive personality”, says Ralph Santana, Chief Marketing Officer at HARMAN. “In our ambassadors, we're always looking for individuals who naturally connect with JBL's audience and Virgil is really seen as such a hero. His dedication and passion for the sport is the kind of attitude JBL represents as a brand and tying our two personalities together will make for a brilliant collaboration.”

Virgil Van Dijk joins an impressive roster of JBL ambassadors including football stars Lucas Hernandez and Jessie Lingard, basketball giant Giannis Antetokounmpo and music icon Bebe Rexha.



ABOUT JBL

JBL creates the amazing sound that shapes life's most epic moments. From iconic events like Woodstock and concerts at Madison Square Garden, to games at Yankee Stadium and weekend road trips, JBL elevates listeners' experiences with award-winning audio that lets them make the most of every moment. With unmatched professional credentials and over 70 years of delivering industry leading innovation, JBL is the authority in engineering superior sound.

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