



by HARMAN

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JBL signs Martin Garrix as global brand ambassador



London – 22 April 2021 – One of the youngest and most successful DJ's and producers, Martin Garrix, is the latest superstar to join audio brand JBL as one of its global ambassadors.

During the partnership, Martin will closely collaborate with JBL on product launches, events, and campaigns. JBL has been Garrix's audio companion for years, and he always carries a JBL speaker with him to access music on the go. A shared passion for creating fun and happy moments with music makes the superstar DJ/producer the perfect face of the upcoming product campaigns and live performances at JBL events.

"JBL has been my go-to audio brand for a while, so I'm super excited I can now call myself a global brand ambassador," said Garrix.

"I'm always surrounded by music, so to collaborate with them creatively is an opportunity I couldn't turn down."

"We have seen how Martin's enthusiasm, excitement and essential energy sparks huge crowds into the highest levels of joy in life. At JBL, we create and share the same values by providing experiences and the best sound that connects people throughout the world," said Ralph Santana, Chief Marketing Officer at HARMAN.

"We are delighted to have Martin as an ambassador. He brings an energy that will connect with and excite our JBL fans around the world and we can't wait to see this partnership flourish."

By headlining some of the world's biggest festivals including Tomorrowland and Glastonbury, collaborating with major stars and as a founder of his own record label, Martin Garrix leads a trailblazing career.

Martin Garrix joins an impressive team of JBL ambassadors including football stars Virgil van Dijk and Lucas Hernandez, as well as music icon Bebe Rexha with whom Garrix created the incredible 2016 smash hit 'In The Name Of Love'. His partnership with JBL is set to be another.



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 75 years of unmatched professional credentials and industry leading innovation, JBL has expertly blended a bold vision of the future with the passion and talent of engineers and designers around the globe. JBL's Signature Professional Sound is the leading technology that powers major pop culture events, and the brand has partnered with the world's top talent across music, sports and esports.

ABOUT HARMAN

HARMAN International (harman.com), a wholly owned subsidiary of Samsung Electronics Co, LTD., designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 25 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia.

ABOUT MARTIN GARRIX

Martin Garrix - the name that belongs to one of the youngest and most successful DJ's/producers championing the pop and electronic scene. Garrix has taken his expertise across the globe, by headlining festivals, breaking through territories and collaborating with major stars including Dua Lipa, Khalid and Macklemore. Climbing yet another rung of his ladder to stardom, the hitmaker is now a founder of his very own label (STMPD RCRDS), an owner of a studio complex in Amsterdam and a mentor to upcoming artists. There's no doubt that this ability to reinvent his brand and fearlessly experiment with his sound, by filtering its many streams of creativity to the masses with such ease, is an undeniable testament to his talent and longevity, ultimately driving his legendary narrative even further.

HARMAN Consumer Lifestyle EMEA

Marije Bakker

Sr. Manager PR and Brand Communication

marije.bakker@harman.com

For more information:

Ranieri Communications

Tel: +44 (0)207 148 1606

Harman@ranieri.agency

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