

## PRESS Information

### **beyerdynamic announces new distribution partnership with AUDIO BRAINS in Japan**

Heilbronn, December 1<sup>st</sup>, 2022 – The iconic German audio brand beyerdynamic is pleased to announce a new distribution agreement with AUDIO BRAINS Co., Ltd. that is set to deliver high-performance audio solutions to more customers in Japan.

From December 1<sup>st</sup>, 2022, AUDIO BRAINS operates as beyerdynamic's official distributor of beyerdynamic products for the Japanese market. The experienced distributor has established a thriving business within the music industry, working alongside globally recognized brands. AUDIO BRAINS specializes in premium audio equipment, which makes them the perfect partner to promote beyerdynamic's high-quality audio products to discerning Japanese HiFi lovers.

“We want to provide our local distribution partner in Japan with the best possible solutions. In turn, we are confident that our partnership with AUDIO BRAINS will give our Japanese customers access to outstanding audio quality and exceptional customer service. We aim for strong supply chains by consistently providing them with innovative beyerdynamic high-end headphones and microphones and by offering an extensive product range and local stock for quicker deliveries. This, together with additional market opportunities that can be addressed with our collective knowledge and experience, will make for a successful, long-lasting cooperation in Japan,” says Edgar van Velzen, CEO of beyerdynamic.

The company beyerdynamic was founded in 1924 and is headquartered in Heilbronn, Germany. beyerdynamic stands for first-class, professional audio products that delight discerning customers around the world. The majority of the product lines are handmade at the Heilbronn/Germany site. In the product areas “Creator”, “Gamer”, “Work & Learn” and “Enjoyer – Music lovers”, beyerdynamic offers headphones, headsets, microphones, gaming and home office products. They all have one thing in common: pristine sound. This has always carried the company across the emotional stages of the world, through the inspiring studios of the cities and into people's ears and hearts.

For further information about beyerdynamic, please visit: <https://www.beyerdynamic.com>

# beyerdynamic

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