

12 AUG 2020.

Masori bring a new energy for JL Audio in Germany

CELSUS UK, Poole based distributor for JL AUDIO Automotive products in Europe, today announce their appointment of MASORI to manage the German market for the U.S based innovators of high-end audio products.

JL Audio is a name synonymous with quality, holding a premium market position across the globe. Celsus UK is confident that the selection of Masori will result in a major boost for JL Audio in the German car audio market.

“Masori offer a new perspective on operating in the German car audio market. This approach will be beneficial for JL Audio retailers and consumers, alike. We are proud to be entering into an agreement that sees Daniel and his team take control of the JL Audio distribution” – Paul Baker, Managing Director, Celsus UK

“We are happy to welcome Masori to the JL Audio family and we are confident that the combination of expertise and passion found in both Celsus UK and Masori will lead to a stronger position in the European market for our automotive portfolio.” said Silvio Pupino, Director of International Sales, JL Audio.

Daniel Hoppe, CEO, Masori added,

“With the creativity and individuality in our team of experts, we use a completely new way of thinking to optimize existing processes and rebuild the car hi-fi market in Germany. This is how we have managed to become probably the fastest growing start-up in the German HIFI sector. We are particularly proud of our growing distribution portfolio, with the manufacturer JL Audio and the new partnership with the team of Celsus UK, we see a great opportunity for a new quality standard of audio products in Germany.”

Please contact Masori on info@masori.de for dealer inquiries and all questions related to JL Audio in Germany

www.jlaudio.com

www.masori.de

About Celsus UK

Celsus are an award winning ISO9001 distribution company based in Poole, Dorset. We supply the U.K & European Automotive & Marine sectors with premium, market leading 12v Audio, Noise & Heat Control materials and innovative high quality accessory solutions. Our service and value added focus helps position us in the market to deliver enjoyment to our customers, supplier partners and team.

About JL Audio

JL Audio is an independent, privately-held U.S. company active in the Home, Mobile, Power sports and Marine Audio markets. We focus on delivering unique engineering, superior quality and high-performance audio to our customers around the world. Behind all our efforts is a strong belief that great audio has real value, and that our customers can ‘tell the difference’. Great audio isn’t just our mission, It is our passion.

Celsus UK Limited,
6 The Alpha Centre, Upton Road,
Poole, Dorset BH17 7AG United Kingdom

T: 0044 (0) 1202 664 390
E: marketing@celsusgroup.net
W: www.celsusgroup.net