

Press Release

BLAUPUNKT continues tradition of in-vehicle success in the USA

Leudelange, Luxembourg (September 16, 2021)

BLAUPUNKT and Los Angeles based Shaghal Ltd. extend license agreement for in-vehicle entertainment for an 5 additional years.

The partnership initially began in 2016 with a successful relaunch of the BLAUPUNKT brand in the United States after a brief hiatus from the region. Following the global brand promise of "delivering high quality products at an affordable price level that function as advertised" Shaghal brought the luxury car audio brand to the affordable mass market.

"We were really amazed seizing the opportunity to become a part of this great almost 100 year German brand heritage back in 2016. Being responsible for the development, sourcing and development of BLAUPUNKT car radios makes us very proud." Says Asi Rayn CEO and Founder of Shaghal Asi Rayn who has more than 40 years of experience in the electronics industry was able to secure BLAUPUNKT as a sustainable and established fixture at major retailers across the united states such as Walmart.

Describing the success of BLAUPUNKT on the market Rayn continues *"We have experienced fantastic feedback from the retailers that were very happy to offer such a prestigious brand to their customers for reasonable prices. So it was beyond all questions that we were going to extend the cooperation with BLAUPUNKT."*

It is due in part to this exceptional reception on the US market that Shaghal and BLAUPUNKT have agreed to extend their partnership for 5 more years.

"The US is one of the most important regions for BLAUPUNKT. Historically BLAUPUNKT has signified excellence in in-vehicle entertainment units. We are extremely grateful to have Shaghal as our Competence Center for in-vehicle entertainment in the USA." says Andrzej Cebrat, MD of GIP Development SARL / BLAUPUNKT Licensing.

When asked about his thoughts on the 5 year extension of the license agreement Cebrat added, *"Shaghal has excellent distribution networks and is raising the BLAUPUNKT flag across the US. We are delighted to continue this cooperation."*

About Blaupunkt

Blaupunkt is a German brand for consumer electronics, car multimedia, and related consumer lifestyle products. Founded in Berlin in 1924 as the "Ideal" company,



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Blaupunkt gained notoriety through the internal test label for headphones - the blue dot. The quality feature became a trademark, and in 1938 also the company name.

Today, the brand is being developed by GIP Development SARL as part of a licensing program launched in 2009. More than 40 licensees around the world distribute BLAUPUNKT products on all continents in more than 90 countries in the categories: Audio, Video, TV, Car Multimedia, Mobile Telephony, E-Mobility, Home Appliances, Security Systems, Cleaning Robots, Air Conditioning, E-Mobility and many more.

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16 **Commented [LG1]:** / vs , I know you did this because Audio/video/TV is often grouped together but written in a sentence next to a list it might make sense to just put commas



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