

Announcement

Longstanding Blaupunkt Partner to Take Command of Blaupunkt Car Audio North America Competence Center

26 July 2022

Leudelange, Luxembourg (July 26th, 2022)

BP Americas, based in Florida and California, will expand their partnership with the Blaupunkt brand to include the category of car audio products in North America.

As of July 2022 BP Americas will be managing the Blaupunkt business in North America as the sole partner for the product category of car audio in the region. The car audio line developed and produced by BP Americas will be the only authorized car audio products available in North America.

On the topic of the partnership extension Andrzej Cebrat, Managing Director of GIP Development said, "We continue to be thrilled with the trust our partners place in us and the Blaupunkt brand. We are excited to continue our partnership with BP Americas as they expand their business with us to include Car Audio in North America. I am certain that their experience and resources for car audio products in South America will prove essential to their continued success."

About Blaupunkt

For almost a century, Blaupunkt and its blue dot symbol have been synonymous with German technology, innovation, and quality. Backed by decades of passion and expansion for consumer electronics, car multimedia, and related consumer lifestyle products, Blaupunkt is trusted for their comprehensive, global brand licensing program. With more than 40 licensees around the world distributing Blaupunkt products, Blaupunkt is committed to serving as a valued partner to its licensees. For more information, visit blaupunkt-licensing.com

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