



JL Audio Marine Europe launches 'Make Your Soundtrack Matter' campaign

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## **JL Audio Marine Europe: JL Audio Launches 'Make Your Soundtrack Matter'**

*JL Audio Marine Europe launches 'Make Your Soundtrack Matter' campaign and a chance to win a boating experience worth over £2000*

JL Audio Marine Europe, the European distributor for the USA's best-selling marine audio systems, JL Audio, has announced the launch of its 2017 summer campaign, 'Make your Soundtrack Matter'. The campaign objective is to highlight to both boating community and music lovers the benefits of

installing a premium marine audio system on their boats.

To kick start the campaign, JL Audio Marine Europe has joined forces with The Boat Club to offer a 'JL Audio Experience' on a skippered Cranchi 30 as part of an online competition which will go live on Monday 15<sup>th</sup> May. The competition prize, worth over £2000, is a full day on the water for up to four people with champagne and lunch by Rick Stein Sandbanks. The winner's personalised playlist will be created especially for the day for an unforgettable audio experience on the water.

Commenting, JL Audio Marine Europe's Managing Director, Paul Baker said, "The campaign is a bit of fun but also way of engaging with boat owners and getting them to talk about how music impacts their boating experiences. Music is an incredibly emotive medium but achieving great sound on the water is not an easy thing. Your hearing has to compete with obstacles such wind and engine noise so regardless of whether you are cruising or travelling at speed, the music is often distorted or not heard at all. JL Audio marine products are built to out-perform on the water and produce a quality of sound that surpasses most other marine audio."

The 'Make Your Soundtrack Matter' campaign will launch just ahead of the Poole Harbour Boat Show in association with Sunseeker, which takes place from Friday 19<sup>th</sup> – Sunday 21<sup>st</sup> May. JL Audio Marine Europe's marine audio specialist, Jon Griggs will be running free marine audio clinics throughout the show from the company's specialist audio trailer on

stand P05-P06. Featuring an extensive range of JL Audio's speakers, sub woofers, head units, amplifiers and Bluetooth™ technology and a live demo unit, the trailer will be a big attraction for visitors requiring advice on positioning, tuning and installation.

The Boat Club, one of the UK's leading membership based boating schemes will also have a prominent presence at the show with a selection of their fleet boats on the pontoon section of the show. Chris White, director of Poole based The Boat Club, said "We are proud to have JL Audio Marine Europe as one of our select partners. As our preferred marine audio supplier, their products offer outstanding sound quality and longevity. This makes our members boating experience even better and we are looking forward to sharing this experience with the winner of this competition."

To enter the 'Make Your Soundtrack Matter' competition, visit [www.jlaudiomarine.eu/competition.html](http://www.jlaudiomarine.eu/competition.html)

The closing date is 31<sup>st</sup> July 2017

For more information about JL Audio's marine products, visit [www.jlaudiomarine.eu](http://www.jlaudiomarine.eu)

## **Ends**

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**Notes to Editors:**

## **About JL Audio**

JL Audio is America's leading luxury car and marine audio manufacturer. The company prides itself on exceptional durability and consistency created with extensive testing. Its marine division provides speaker systems designed and built for the testing environment of the ocean. The marine range brings high-end, home audio quality to the leisure, luxury yacht and sports boat market.

## **About JL Audio Marine Europe**

Based in Poole, Dorset, JL Audio Marine Europe is responsible for marketing and distributing JL Audio's car and marine audio systems throughout Europe. It has an expanding UK core dealer network as well as a growing number of distributors in key European markets including the Netherlands, Spain, Italy, Sweden, Poland and Greece.