

For immediate release

## Premium Audio Company appoints Henley Audio to distribute Onkyo and Pioneer in the UK

*UK distributor puts its commercial weight behind two iconic Japanese electronics brands*



**Didcot, Oxfordshire, UK – 10 November 2022** – Henley Audio has been appointed by Premium Audio Company, a wholly owned subsidiary of VOXX International Corporation (“VOXX”), to exclusively distribute the audio solutions of Onkyo and Pioneer in the UK.

Premium Audio Company’s appointment of Henley Audio to distribute Onkyo and Pioneer demonstrates its ongoing confidence in the UK distributor. Henley Audio is already the official UK distributor for the Premium Audio Company’s speaker brands Klipsch and Jamo; with over 25 years of experience in AV and hi-fi product distribution, it is perfectly placed to reintroduce Onkyo and Pioneer into the UK market.



In September 2021, Premium Audio Company acquired the Onkyo and Integra brands via its joint venture with Sharp. Through VOXX, it established a licensing and distribution agreement with Pioneer Corporation. The joint venture includes all intellectual property and responsibility for product development, engineering, sales, marketing and distribution of Onkyo's home entertainment business. As part of the joint venture, Sharp assumed all manufacturing of these products, which includes a variety of A/V and stereo receivers, amplifiers and hi-fi components under the Onkyo, Integra, Pioneer and Pioneer Elite brands.

“Demand for Onkyo, Integra and Pioneer products has been very high, and we expect this to intensify in the coming years,” stated Paul Jacobs, President and Chief Executive Officer of Premium Audio Company. “We have been working very closely with Sharp to ramp up production and have grown our business significantly since the acquisition was completed. We have big plans for Onkyo and the other brands, and as we build production and expand distribution, we believe sales will more than double in the near term.”

“The addition of the Onkyo and Pioneer brands to the Henley Audio lineup is tremendous news for all, including dealers and their customers,” said Nick Fuller, Henley Audio's Sales Director. “Factor these classic Japanese marques into Premium Audio Company's already potent lineup, including the Klipsch and Jamo brands, and you have a compelling proposition. We are thrilled to help bring Onkyo and Pioneer back to the fore where they belong.’

Henley Audio takes on the distribution of Onkyo and Pioneer with immediate effect. Consumers will see models from the two classic brands arriving in UK stores in November 2022.



### **About Henley Audio**

Henley Audio has been importing and distributing industry-leading hi-fi equipment to the UK and Ireland since 1997. With a passion for great sound and a firm focus on brand integrity, it delivers excellence in products and service.

Formed as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. (trading as Henley Audio) operates in-house sales, marketing, service, support, and warehouse teams to offer the total turn-key solution for suppliers. The brands it represents are highly regarded in their own right and share a symbiotic relationship with other lines in its portfolio.

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### **About Premium Audio Company**

Established in 2020, Premium Audio Company is the most innovative, complete, premium audio solutions provider in consumer technology. It connects people to their passion for entertainment.

Premium Audio Company comprises three subsidiaries and some of the most legendary and revered brands, such as Klipsch, Jamo, Mirage, ProMedia, Magnat, Heco, Mac Audio, Onkyo, Pioneer, Pioneer Elite, Integra, Teac, and Esoteric.

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