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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

Press Release

**Genelec targets growth in Mexico**

**with new distribution structure**

**Mexico City, Mexico, December 2023…**Genelec, the world leader in professional loudspeaker solutions, has strengthened its distribution in Mexico by appointing [Representaciones de Audio,](https://dealers.rda.com.mx/) one of the largest and most established audio distributors in the region, to develop the brand's presence in the MI retail, AV and Home Audio markets. Representaciones de Audio will work alongside existing distributor [Video Audio Representaciones e Ingeniería (VARI),](https://www.varinter.mx/) who will continue to supply Genelec solutions to Mexico’s professional audio community.

Founded in 1987, Representaciones de Audio has an enviable reputation for providing expert advice, advanced training, and high levels of technical support. The size and scope of the company makes it ideally placed to reach dealers and integrators throughout Mexico’s vast network of regions and states, and with its strong connections throughout the MI, AV and Home Audio markets, Representaciones de Audio will look to significantly expand Genelec’s local customer base – particularly in the residential, corporate and leisure markets where discerning users are increasingly attracted to Genelec’s exceptional audio quality.

This new partnership will complement Genelec’s long standing relationship with pro audio distributor VARI, who will continue to serve Genelec’s professional customers in Mexico, particularly those in the important music recording and broadcast segments.

“It is a pleasure to begin our business relationship with Genelec,” declares Jaime Celis, General Manager of Representaciones de Audio. “Both companies share family values ​​that strengthen our way of working together. This collaboration will allow us to expand and strengthen our product range, and provide innovative solutions for the integration of AV projects.”

“Representaciones de Audio has an excellent reputation as a serious and reliable company, with a decades-long track record in audio distribution,” adds Miguel Domínguez, Genelec’s Sales Manager for Latin America. “We know that Representaciones has the capacity to develop the local market significantly, and with VARI continuing to provide their deep experience and knowledge of the professional music and broadcast segments, we see enormous growth potential in Mexico.”

For more information please visit [www.genelec.com](http://www.genelec.com)

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***About Genelec***

*Since the founding of Genelec in 1978, professional audio monitoring has been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active monitors. 45 years later Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.*

***About Representaciones de Audio***

*Representaciones de Audio was founded in 1987 with the aim of providing products and audio solutions for the professional audio market. With a focus on sound quality and customer service, Representaciones de Audio has become a meeting point for specialists in integrating products into their projects.*

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