

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

## Press Release

### **Gilles Pétrotey and Audio-Technica France join forces to represent Genelec**

**Ilisalmi, Finland...** Genelec is pleased to announce the appointment of Audio-Technica France to handle the French distribution of its studio and AV loudspeaker ranges, with Gilles Pétrotey joining the Audio-Technica team to spearhead Genelec sales in the region. This new distribution partnership is effective from March 1<sup>st</sup> 2021.

With Audio-Technica already handling the distribution of Genelec products in the Netherlands and Spain, this move further strengthens the relationship between both companies, which will also benefit hugely from the three decades of pro audio experience that the highly regarded Pétrotey brings.

Having held senior positions at Yamaha, Beyer, Lexicon and the TC Group, Pétrotey joined the Music Tribe organisation to oversee Western European sales - with particular responsibility for the TC Electronic, Tannoy, Lab Gruppen and Midas brands.

As an accomplished musician with a deep knowledge of many market segments, Pétrotey brings a wealth of industry connections in music recording, broadcast and AV installation. His appointment enables Audio-Technica France to significantly expand Genelec's regional brand presence, embrace new business opportunities and both support and engage with local customers more effectively.

Pétrotey commented "To have the opportunity to be part of the Audio-Technica team in France, and to represent Genelec, is doubly exciting. Professional loudspeakers are a particular passion of mine, so the prospect of being involved with the undisputed market leader in this field is something I'll relish."

Genelec International Sales Director Ole Jensen added "I've known Gilles for many years and have had the pleasure of working alongside him. I can't think of anyone better qualified to be the face of Genelec in France, and with the professionalism of the Audio-Technica distribution team behind him, we look forward to a long and successful relationship."

Gilles Pétrotey can be contacted at [gpetrotey@audio-technica.fr](mailto:gpetrotey@audio-technica.fr)

For more information please visit [www.genelec.com](http://www.genelec.com) and <https://distribution.audio-technica.eu/fr>

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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. Over 40 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.*

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