



Sound by



Cardo and JBL Join Forces to Bring High-End Audio to Motorcycle Communication Systems

Partnership Introduces Premium JBL Audio Systems Embedded into Cardo's PACKTALK Lineup

Cologne, Germany (October 2, 2018) – Cardo Systems, the global market leader in wireless communication systems for motorcyclists, and JBL, a leading audio brand from HARMAN, have come together to establish a new standard of audio quality for helmet communications systems. The collaboration between Cardo System and JBL will deliver a superior audio experience to motorcyclists worldwide. Cardo System's PACKTALK lineup featuring JBL technology will debut in early 2019.

“We have been relentlessly committed to enhancing our users' joy of riding, ever since pioneering the Motorcycle Bluetooth category back in 2004. This partnership is yet another powerful example of the innovation behind that ongoing commitment,” said Dr. Abraham Glezerman – Cardo's founder and CEO. “Much like Cardo, JBL has led its industry, always on the forefront of passion, quality and innovation. JBL and its world-class audio solutions will allow us to bring our customers a new standard of sound for the best riding experience possible.”

After interviewing thousands of riders over the course of 15 years, Cardo Systems discovered that collectively, the three things riders are most passionate about when looking for a communication device are performance, ease-of-use and sound quality. Cardo reinvented performance by introducing the next generation Dynamic Mesh Communication platform, improved ease-of-use with industry-first one-step natural voice commands and now breaks a new key barrier: premium audio. As the world's No. 1 sound company, JBL is the ideal strategic partner to take Cardo Systems to the next level.

“JBL sound powers life's most epic moments – and we're excited to elevate the motorcycle riding experience through our world-class audio,” said Dave Rogers, President, Consumer Audio, HARMAN. “Partnering with Cardo Systems on this line of new products is a perfect way to bring premium sound to the motorcycle community.”

You can find more information about Cardo Systems at www.cardosystems.com. Also visit us and join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#).

ABOUT CARDO

Cardo Systems specializes in the design, development, manufacturing and sale of state-of-the-art communication and entertainment systems for motorcycle helmets. Since inception in 2004, Cardo has pioneered the vast majority of innovations for Bluetooth motorcycle communication systems. The company's products, now available in over 85 countries, are the world's leading communication devices for the motorcycle industry.

ABOUT JBL

JBL creates the amazing sound that shapes life's most epic moments. From iconic events like Woodstock, concerts at Madison Square Garden and games at Yankee Stadium—to weekend road trips or beach barbecue—JBL sound makes each moment unforgettable.

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