



The advantage in your car.

## **Press release**

2009-09-03

### **Blooball gets exclusive distribution rights for Blaupunkt in Northern Europe**

**Blooball AB is chosen partner and receives exclusive distribution rights for Blaupunkt products in the Nordic and Baltic countries. Blooball is a new distribution company for consumer electronics, the vehicle industry, as well as technology and lifestyle markets.**

In order to create success, Blooball uses an efficient and rapid business approach, dynamic brand evaluation as well as cost efficient sales measures. With local customer relations, Blooball has as of August 1, received exclusive rights to sell and market Blaupunkt products in the Nordic and Baltic countries.

Due to the worldwide economical and market changes, and with the needs to be prepared for future new challenges, Blaupunkt has decided to restructure its global sales and distribution strategy. With the new Blaupunkt AudioVision GmbH, Blaupunkt will supply all markets through distributors, who will import, market and sell Blaupunkt products locally.

For the Nordic and Baltic countries, Blooball AB has exclusively been selected to fulfil the functions of the distributor of Blaupunkt AudioVision GmbH.

"To receive the exclusive rights to sell Blaupunkt products in all the northern European countries, fits perfectly to our business plan, which is to be the best distributor of high quality products from global brands to our customers," says Johan Lilja, CEO at Blooball AB.

"Blaupunkt has a portfolio of car multimedia and audio vision products that completes the range of products that we offer our customers. Together with our distribution of consumer electronics, technology and lifestyle products, Blaupunkt brings a heritage of stability, quality and very high brand awareness," says Andreas Hållvik, Director of Sales and Marketing at Blooball AB.

#### **For additional information, please contact:**

Johan Lilja, CEO Blooball AB  
johan@blooball.com  
Tel. +46 709 12 22 30

Andreas Hållvik, Director Sales and Marketing Blooball AB  
andreas@blooball.com  
Tel. +46 709 12 22 33

#### **About Blooball AB**

Blooball is a distribution outfit for the consumer electronics, vehicle industry, technology and lifestyle markets. Blooball is a privately owned company. Blooball headquarters is in Sweden with sales in all Nordic and Baltic countries. [www.blooball.com](http://www.blooball.com)

#### **About Blaupunkt**

Blaupunkt Audio Vision GmbH manufactures and supplies car radios and speakers, vehicle antennas and audio visual products. It has production sites in Germany, Portugal, Hungary, Tunisia, and Malaysia. Blaupunkt Audio Vision GmbH has operations in the Asia Pacific, Europe, Latin America, the Middle East, Africa, and North America. The company is based in Hildesheim, Germany. Blaupunkt Audio Vision GmbH operates as a subsidiary of Aurelius AG. [www.blaupunkt.com](http://www.blaupunkt.com)