

EARIN

EARIN ANNOUNCES GLOBAL PARTNERSHIP WITH RED BULL RACING

Brand Becomes the Official Audio Partner for Leading Formula One Team

Malmö, Sweden – March 16, 2017 – [Earin](#) today announced a global partnership with [Red Bull Racing](#) to be the official audio brand for the popular Formula One team. The one-year partnership places the Earin brand front and center with F1 fans around the world as the company gets ready to launch the next generation in their line of True Wireless Earbuds. The deal comes on the eve of 2017 [F1 season](#) which kicks off next weekend with the Australian Grand Prix.

Red Bull Racing's drivers, Daniel Ricciardo and Max Verstappen, will be outfitted in Earin's True Wireless Earbuds. The team's SoundCloud and Spotify playlists will be sponsored by Earin and the True Wireless Earbuds will have a presence in the team's official hospitality at all major races. As part of the deal, the companies will also take part in joint marketing activities.

"We are thrilled to be the official audio partner for Red Bull Racing," said Per Sennstrom, COO, Earin. "Our organisations are very like-minded – we both prioritise technical innovation, achieving lightness and precision; also we both like to do things a little bit differently."

Commenting on the one-year partnership, Red Bull Racing Team Principal Christian Horner added: "Our talented team of drivers are young and spend a fair share of time on their phones and social media. Partnering with a brand such as Earin provides them with a wireless solution to easily listen to music during training and in their downtime, which is sure to make Earin an integral part of their everyday lives."

Earin's True Wireless earbuds marry the fashion-forward Scandinavian design elements that the company has become known for with cutting-edge technology. Designed to create a seamless user experience like no other, the earbuds are the smallest and lightest available on the market. A magnetic docking capsule both stores and charges the earbuds, offering three hours battery life with one charge and 12 hours of music.

Earin M-1 True Wireless Earbuds are currently available in aluminum and black designs on [Earin.com](#) and [Amazon.com](#) and M-2 will release this spring. For more information, follow the company on [Facebook](#), [Twitter](#) and [Instagram](#). Additional press materials and product images can be downloaded [here](#).

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ABOUT EARIN

Earin creates audio products of extraordinary quality for people who love music. Following one of the most successful Kickstarter crowdfunding campaigns to date, the company was established in 2014 with a simple aim - to create high fidelity audio devices without compromise. Located in Malmö, Sweden, the dedicated team of audio technicians, engineers and industrial designers are continually exploring the potential of sound and technology. Earin wireless earbuds are dedicated to sound like no other. From the

incredible acoustic detail and clarity, to the breathtaking immersive audio experience, Earin sets a new standard for wireless audio.

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