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FOR IMMEDIATE RELEASE

## **Klipsch Audio and McLaren Racing Debut Innovative Headphone Series at CES 2020** *McLaren F1 Driver Lando Norris Will Make Appearance to Commemorate Partnership*

**INDIANAPOLIS, IND. (January 2, 2019)** — **Klipsch® Audio** was recently announced as the Official Headphone and Portable Audio partner of the McLaren Formula 1 team. The two brands have united to develop superior audio products that are unparalleled in quality, technological innovation and design excellence, while delivering the power, detail and emotion of the live experience. A collection of the Klipsch x McLaren headphones will be debuted at the Consumer Electronics Show (CES) 2020. The headphones are built using the most advanced technologies and finest materials, inspired by McLaren Racing with fluid designs that are accentuated by highlights of McLaren's signature color - Papaya Orange.

The revolutionary **Klipsch x McLaren T10 True Wireless smart earphones** are significantly smaller and lighter than any other true wireless earphone available today. These smart and powerful earphones include a built-in operating system with embedded artificial intelligence and are controlled using advanced gestures, freeing a person's hands to seamlessly accomplish tasks on the go. They are capable of high-quality audio, voice control, and telephony with dual-microphone active noise cancellation. They utilize the same high-clarity balanced armature as the award-winning Klipsch X10i earphones for increased dynamics and output, plus an exclusive turbo boost mode to enhance the performance. Its innovative case is inspired by McLaren's design philosophy that also features state-of-the-art magnetic doors. Available Fall 2020, US MSRP \$999.

The **Klipsch x McLaren Over-Ear Active Noise Cancelling (ANC) headphones** harness state-of-the-art dual-microphone noise cancellation technology built to withstand even the loudest environments in the world. This Over-Ear ANC headphone is designed to enhance life's journeys with ultra-plush memory foam earpads, a lightweight design, seamless Bluetooth connectivity, transparency mode, 30 hours of battery life, and a FlightCase with pockets for travel essentials and convenient charging. Available Fall 2020, US MSRP \$549.

The **Klipsch x McLaren T5 Sport True Wireless earphones** are designed to stay dry and in place through anything life throws at them. The rugged earphones and case are dust and watertight (rated IP67), and the case also features a unique moisture removal system and wireless charging. The Klipsch x McLaren T5 Sport True Wireless earphones include three sizes of no-budge ear wings to ensure they stay securely in your ears, while patented Klipsch oval ear tips and pressure relief memory foam ear tips deliver a customized and comfortable fit. Available Fall 2020, US MSRP \$249.

Rookie of the Year and McLaren F1 Driver **Lando Norris** will be on site at the Klipsch booth to commemorate the partnership and collaboration of products on January 7 from 11 AM-Noon. The Klipsch x McLaren series of headphones will be debuted in the Klipsch booth (Central Hall #13506) at the Consumer Electronics Show (CES) 2020 in Las Vegas, January 7-10, 2020.

For more information, visit [Klipsch.com/CES](https://www.klipsch.com/CES) and McLaren Racing.

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### **About Klipsch Audio:**

In 1946 Paul W. Klipsch, inventor, acoustics pioneer and maverick, founded Klipsch Audio with the sole purpose of bringing the power, detail and emotion of the live music experience into his living room. Through the use of highly efficient speaker designs, handcrafted cabinetry and a thirst for real engineering breakthroughs – Klipsch, the great American loudspeaker company, was born in Hope, AR. Today, our diverse range of quality audio products includes speakers and headphones for almost any consumer and professional application – including cinema, whole-house, wireless, home theater and portable offerings. Honoring our founder's legacy, Klipsch continues to be the legendary high-performance brand of choice for audiophiles and aficionados around the world. We are the Keepers of the Sound®.

### **About McLaren Racing:**

McLaren Racing was founded by New Zealand racing driver Bruce McLaren in 1963. The team entered its first Formula 1 race in 1966, since when McLaren has won 20 Formula 1 world championships, more than 180 Formula 1 grands prix, the Le Mans 24 Hours at its first attempt and the Indianapolis 500 three times.

McLaren Racing competes in the 2019 FIA Formula 1 World Championship with Carlos Sainz and Lando Norris, and the IndyCar Series in the US with Oliver Askew and Pato O'Ward.