**For more information: Press Release**

**JBL GREECE (Official Distributor WaveMotion Α.Ε.)** For direct publication

Τηλ.:210-9244505 Date: 14/03/2024

Email: [jbl\_greece@wavemotion.gr](mailto:jbl_greece@wavemotion.gr)

**XTREME 4 YOU. Go beyond yourself!**

A speaker on a table

Description automatically generated

Athens, March 2024 – WaveMotion S.A., official distributor of JBL products to the Greek market, launches the new JBL Xtreme 4 Bluetooth speaker, an exceptional JBL product and the more powerful evolution of the Xtreme 3! Now you can enjoy next level JBL Pro Sound, while the speaker stays live thanks to its built-in powerbank. Its durable battery can last up to 24 hours while the speed charge mode ensures 2 more hours of playtime with just 10 minutes of charging!

The JBL Xtreme 4 is also very light and features its own shoulder strap for easy carry. It comes in three colors that fir every style: black, blue and camo. Got a party? JBL Xtreme 4 offers one more way of connecting all compatible JBL speakers thanks to Auracast™ for a wider soundstage. Furthermore, you can boost your music’s performance with AI Sound Boost. The speaker is made in part with 70% recycled plastic and 100% recycled fabric, while its battery is also replaceable.

JBL Xtreme 4 combines leading technologies with dynamic design:

* Auracast – New way of pairing different speakers for a wider soundstage
* Replaceable battery
* Next level massive sound – Deeper bass: 20% louder than Xtreme 3!
* Speed charge – with just 10 minutes you get 2 hours!
* Waterproof and Dustproof

The “Xtreme 4 you” campaign was created for JBL Xtreme 4’s launch. The campaign’s message is a play on words including the product’s name and the phrase “extreme for you”. This way the campaign shows how Xtreme 4 has been built to last and endure through extreme conditions, while simultaneously offering features that adapt to any user’s style.

JBL has surpassed itself... it’s now time for you to do the same!

Availability and prices

JBL Xtreme 4 is available in selected JBL Retailers and Authorized Resellers all over Greece for a retail price of 349,00€.

You can find more information on JBL Xtreme 4 at www.jblgreece.gr.

See more here: [JBL XTREME 4 | JBL (jblgreece.gr)](https://www.jblgreece.gr/jbl-xtreme-4)

Instagram: @jbl\_greece

Facebook: JBL Greece

Tiktok: JBL Greece & Cyprus

**About WaveMotion**

WaveMotion, an importer and distributor, is seated in Athens Greece, operating on a wholesale basis, in the consumer electronics, telecommunications and computer industry for over 35 years. WaveMotion S.A. retains the official, exclusive, distribution for the Greek market of important Houses- in leading positions in the Global Arena, like JBL, harman/kardon, Q Acoustics, QED, Goldring, rapoo, Native Union, Livall. Brand Development is the core skill of WaveMotion Team. The vision of our people is to expand WaveMotion’s Brands selection, following our tagline’s principles –Technology, Aesthetics, Design- and continue this journey of Ours, introducing compellingly and establishing decisively these Brands, in the eyes of our customers.

**About VEESION (www.veesion.gr)**

The independent advertising company VEESION was created in 2020 during the lockdown. Open to challenges and collaborations, it is a creative partner to companies in Greece and the United Arab Emirates, offering integrated communication services: Advertising, Branding, Digital & social media, Brand Experience, Video Content, Guerrilla & Growth Hacking Marketing. VEESION constantly invests in talented people with exceptional character, in new technologies and in training. VEESION’s DNA consists of 4 main elements: Innovation, creativity, empathy and efficiency.

**About HARMAN**

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things.  With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly owned subsidiary of Samsung Electronics Co., Ltd…