

Loewe offering in-store promotion to launch new AV furniture range

Irvine. – Loewe, Europe's leading premium manufacturer of LCD TV's, is launching a new in-store promotion which will see participating retailers offer a special launch offer on the new Individual Rack system. Customers purchasing a 32" and above TV will be offered a voucher for up to 40% off, redeemable on any product from the Individual Rack range. The offer is also available to existing Loewe customers looking to extend and develop their screen or system. The in-store promotion will run until 28th February for new TV purchases, with the vouchers redeemable until 15th June.

Designed by Loewe and manufactured in Germany, the Individual Rack system is the ideal furniture solution to complement your Loewe television from the Art, Connect or Individual product lines. The Racks have also been designed to house film and music collections, as well as peripherals such as Loewe AudioVision, Loewe BluTech Vision Interactive and Individual Sound Subwoofer so the whole home cinema system is neatly and stylishly stored in one place. Even the remote control can be stored in a specially designed drawer.

Any 32" and above Loewe television can be integrated into the Individual Rack furniture and operate a motorised or manually rotating stand. Everything down to the soft close hinges make this design piece a true style statement for any living space. The Individual Rack system is available in Chrome Silver, High Gloss Black and High Gloss White. Prices start from £1,225.

Loewe's range of first-class LCD televisions and peripherals are available from Loewe Galerie stores across the UK and concessions in Harrods and Selfridges. For more information please visit www.loewe-uk.com or call 01294 315 000.

*If Loewe retailers require any more information on this offer, please contact Cristy Hargreaves on Tel 01294 315000

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About Loewe

Outstanding design, innovative technology and superior quality are features of all products sold under the Loewe premium brand. Technological highlights include: home entertainment systems with high-resolution picture quality, an integrated hard disk recorder and a digital TV receiver. The company was founded in Berlin in 1923. Today, Loewe is a listed Group with approximately 1,000 employees. In fiscal 2009, Loewe achieved sales of EUR 325 million and EBIT of EUR 13.5 million. Loewe produces and distributes televisions, Blu-ray players, DVD recorders and audio components, which are also offered as complete Home Cinema solutions.