



PRESS RELEASE

MARSHALL ANNOUNCES ITS LOUD RETURN TO NAMM



Marshall, the company behind the most famous amps in rock'n'roll history, today announces its return to NAMM, the legendary US trade show for the music industry, following a five-year absence.

Marshall Group CEO Jeremy de Maillard said the decision to attend next January's show was an opportunity for the company to celebrate its much-loved amplifiers and introduce them to a new generation of music lovers.

"Marshall amps have earned a special place in music history, and we're excited about connecting with our fans and customers at this globally important event," de Maillard said. "We have some great plans for showcasing the best that Marshall has to offer in hand-built amps while introducing several new products to the Marshall portfolio."



Marshall will be taking to the main floor to showcase and demo new products, host Q&A's and artist signings and, most importantly, have space for people to try the amps. Endorsers and ambassadors will be on hand to demonstrate what Marshall amps mean to them while a specially constructed 'Tone Sanctuary', an invite only space, will allow artists to experience several new products that will be launched later in the year and beyond.

NAMM, which kicks off on 21 January in Anaheim, California, holds a special place in Marshall folklore. It was at NAMM that Jim Marshall, who founded the company together with his son Terry, whose pioneering use of amplification technology earned him the nickname 'the Father of Loud', unveiled several of its iconic amplifiers including the JVM and The Studio series that have become industry-shaping innovations.

"It's wonderful to see us returning to NAMM to showcase our dedication to the amps business and for preserving the Marshall legacy for the next generation of musicians," said Terry Marshall, Jim's son and board member of Marshall Group.

Since it was founded in 1962, Marshall amps have shaped the sounds of icons and generations of guitarists such as Jimi Hendrix, Slash, Zakk Wylde, Jeff Beck, Lemmy, Kerry King, Biffy Clyro, Jim Root, Yngwie Malmsteen, Willow Smith, Kiki Wong, Bruce Springsteen, Nita Strauss, Lzzy Hale and Polyphia.

Marshall Group, the audio, technology, and design powerhouse that is uniting musicians and music lovers through genre-breaking innovation, believes building on Jim Marshall's legacy is crucial to its success going forward.

"We know how important our amps are to the Marshall brand," de Maillard said. "We see ourselves as custodians of a unique slice of music heritage and we are determined to protect it for the next 60 years. This is why we want to show up at NAMM – to support the community of guitarists and musicians and do it in a typically loud Marshall way."

Marshall Group has invested heavily in its amps business since the group was created in March 2023 and is committed to increasing the development and production of amps at its historic Milton Keynes factory.

Marshall's skilled workforce has benefited from Marshall Group's investment in the business, which has seen them provided with new tools and equipment so they can continue delivering the finest hand-built amps in the world.

Underscoring its commitment to valve amps, Marshall launched the Studio JTM last year and it continues to expand the popular range.

In addition to its amplifiers, headphones and portable speakers, Marshall Group also owns Natal drums, a recording studio and a record label enabling it to equip today's musicians in every step of their journey.

Stay tuned for more information on new product releases that will be unveiled at NAMM.

For more information, please contact Little Red Rooster PR by emailing marshall@littleredrooster.co.uk.

About Marshall

Marshall Group is the audio, tech and design powerhouse uniting musicians and music lovers through genre-breaking innovation. Marshall, our flagship brand, is uniquely positioned with over 60 years of rock 'n' roll attitude on stage, at home and on the go. Our iconic products are brought to life by a dedicated team of 800 passionate employees and sold in over 90 markets worldwide.

Visit group.marshall.com for more information.