



PRESS RELEASE

Blown Away Again: JBL Introduces the L52 Classic Bookshelf Loudspeakers

As the Smallest Member of the Iconic JBL Classic Series, the L52 Classic Delivers Big Sound That Must Be Heard to Be Believed

Northridge, California, August 2, 2021 — With outstanding lineage and the acoustic performance to back it up, the new L52 Classic bookshelf loudspeaker is destined to live up to its Classic Series family name. Following on the heels on the larger L100 Classic and L82 Classic models, the compact L52 Classic boasts a size that allows it to work in a variety of applications from stand-mount, to bookshelf, to tabletop, to wall-mount. The appearance of the L52 Classic echoes that of its larger siblings with a walnut wood veneer enclosure and a Quadrex foam grille available in a choice of black, blue, or orange.

Designed as a scaled-down version of the award-winning L82 Classic, the L52 Classic is a two-way design utilizing a 0.75-inch titanium dome tweeter mated to an acoustic lens waveguide and a 5.25-inch white cone, cast-frame woofer. A premium crossover network design ensures optimum system performance while a front panel HF level attenuator allows the sound to be tailored to its environment. Enclosure tuning is bass-reflex via a front-firing tuned port and a set of binding post speaker terminals provide secure connection to speaker cables. The enclosure is finished in walnut wood veneer and includes a pair of threaded inserts on the rear panel for use with third-party wall mount brackets.

The L100 Classic and L82 Classic have received numerous awards and accolades since their introduction. When the development team was creating the concept of a compact version, performance had to be first-rate and exceed all expectations for a product of this size. Leveraging 75 years of JBL engineering prowess, the engineers at the Harman Center of Acoustics Excellence in Northridge, California delivered on all accounts. Bass is powerful, sound is dynamic, and the soundstage presentation is exceptionally large allowing the loudspeakers to disappear into the room. For those who do not have the space for the larger Classic Series models, the L52 Classic doesn't sacrifice big sound for its small size.

“The L52 Classic is such a compelling proposition with its big sound, small size, and attractive pricing”, said Jim Garrett, Sr. Director of Product Strategy and Planning for Harman’s Luxury Audio business unit. “For the music lover, you get a phenomenal sounding loudspeaker with a premium design and the legacy of 75 years of JBL as the guarantee of high-performance and quality for years of listening pleasure.”

The JBL L52 Classic is packed and sold in mirror-imaged pairs and will be available for the holidays beginning in Q4 of 2021 with a retail price of \$1,000/pair. For more information, please visit www.jbl.com/specialtyaudio.

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