

FOR IMMEDIATE RELEASE

ROTEL CELEBRATES 60 YEAR ANNIVERSARY

The Family-Owned Japanese Brand Commemorates 60 Years of Innovation in the HiFi Audio Business



Tokyo, Japan (July 8, 2021) – Rotel has achieved global acclaim and recognition for performance and value since Mr. Tomoki Tachikawa launched the brand in Tokyo, Japan in 1961. For the past 60 years, generations of audio enthusiasts, music lovers, artists and studio engineers have experienced and acknowledged the unwavering commitment to quality and innovation from the family-owned heritage brand. The passion, dedication, and continued investment from the Tachikawa family have benefited Rotel for over six decades, ensuring continued technology and product advancement.

Since its inception, Rotel has delivered over 2,000,000 products with 630 unique models, including 100 integrated amplifiers, 85 power amplifiers, 35 control preamplifiers, 40 CD player models, 30 home theater processors/ receivers, over 50 cassette decks, more than 35 turntables, and over 120 different models of tuners and AM/FM receivers. The brand has also successfully engineered and delivered power line conditioners, video enhancers, transceivers, equalizers, DVD players, loudspeakers, equipment racks, headphone amplifiers, phono preamplifiers, automotive amplifiers, and countless supporting remote controls.



“The continuation of Rotel’s heritage is personal to me and my family - building on the legacy created by the founder, my uncle, Mr. Tomiko Tachikawa,” said Peter Kao, Managing Director of Rotel. “The family has never lost sight of our most valuable resource and asset, which is the generations of satisfied Rotel product owners who we consider part of our extended family. I am proud to be a part of such an exceptional community, and proud to have reached this milestone that represents our dedication to audio excellence and tradition.”



Rotel began its 60th anniversary with the recent launch of five new MKII models this year:

- A14MKII
- RA-1572MKII
- RA-1592MKII
- RC-1572MKII
- RC-1590MKII

The brand plans to continue the celebration throughout the year and is scheduled to introduce additional products including special, limited edition anniversary models.

Rotel is proudly represented globally by a network of independent distributors spanning over 60 countries.

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About Rotel

Rotel audio products are known worldwide for their quality, reliability, value, and, above all, exceptional sound reproduction. Since 1961, Rotel has utilized the resources of its formidable international design team and has manufactured its products in its own sophisticated production facilities. Rotel proudly offers a complete range of electronics that have consistently received critical acclaim and coveted industry awards. With substantial investment in new technologies and manufacturing, Rotel is prepared to meet the challenges of an evolving specialty electronics marketplace.
