Press Release

**Technics and Automobili Lamborghini present the direct drive turntable system SL-1200M7B**

September 2024

Technics is pleased to announce the launch of the SL-1200M7B, a model born from the collaboration with Automobili Lamborghini. The SL-1200M7B is a special-edition based on the SL-1200MK7/SL-1210MK7 DJ models from the SL-1200 turntable series, which have garnered widespread acclaim and popularity over the years.

The SL-1200M7B comes with a vinyl record featuring the V12-engine sounds of six Lamborghini super sports cars, and a slipmat and stickers with exclusive designs. The worldwide sales of the turntable will start in July 2024.\*

\*Please understand that the model may not be available in some regions.

**Pursuing an emotional sound that touches any enthusiast’s heart**

Despite coming from completely different markets, looking back on their 60-year history, both Automobili Lamborghini and Technics share similar values in their underlying corporate cultures. Both engage in thorough technological development using unique ideas to provide customers with unforgettable experiences and are uncompromising in their approach to manufacturing.

Sound is another characteristic element of the two brands. With the overwhelming elation provided by the engine sounds of Automobili Lamborghini and the rich audio experience presented by Technics’ audio solutions, both brands have sought to develop sounds that stimulate the customer.

This collaboration was born from the commonalities between the brands’ concepts and sound making initiatives.

**Technics for Automobili Lamborghini SL-1200M7B Direct Drive Turntable System**

The functions of the SL-1200M7B are based on the SL-1200MK7/SL-1210MK7 models, while the design is inspired by Automobili Lamborghini’s iconic Y-shape pattern.

Orange, Green and Yellow are the colours of the SL-1200M7B, based on the most iconic liveries of the Italian automotive brand super sports cars.

Purchasers of the SL-1200M7B will be treated to an exclusive gift in the form of a vinyl record featuring the powerful engine and driving sounds of six different Lamborghini V12-engine super sports cars, recorded especially for this project:

* 400GT 2+2
* Miura SV
* 25th Anniversary Countach
* Diablo 6.0 SE
* Murciélago LP 640
* Revuelto

The vinyl itself is a picture disc illustrating the tire of one of the Lamborghini's latest models, the Revuelto. Customers can enjoy listening to the engine sounds as the tire spins atop the turntable.

Purchasers of the SL-1200M7B will also receive a slipmat and two stickers featuring the Automobili Lamborghini and Technics logos.

**About Automobili Lamborghini**

Founded in 1963, Automobili Lamborghini is headquartered in Sant’Agata Bolognese, in the province of Bologna, and produces some of the most desirable super sports cars in the world. Still rooted in its historic headquarters in the heart of Motor Valley, Lamborghini is synonymous with the highest technological expertise in the design and production of engines with extraordinary performance. The design of each model has always been unique: the language of forms is visionary and ahead of its time.

In 60 years of history, Automobili Lamborghini has created a series of dream cars including 350 GT, Miura, Espada, Countach, LM 002, Diablo, Murciélago and Aventador, and limited series such as Reventón, Sesto Elemento, Veneno, Centenario, Sián FKP 37, Countach LPI 800-4, the latter postmodern homage to the 50th anniversary of the iconic 1970s Countach.

Lamborghini is now aiming for an increasingly sustainable future, from the newborn Revuelto through the hybridization of the entire range by 2024 and the introduction of a fourth full-electric model in the second half of the decade, while still fully respecting the brand's values and DNA.

**About Technics**

The Technics brand was established in the same era in 1965. Beginning with the Technics 1 speaker, the brand has gone on to develop revolutionary audio products and technologies, including amps, players, and tuners. In particular, the direct-drive turntable was an industry gamechanger, laying the foundation for today’s DJ and club music scenes. Today, in a diverse music scene that favors both analog and digital audio, Technics continues to lead the market as a comprehensive audio brand.

**Features of the SL-1200M7B**

* Coreless direct drive motor achieving stable rotation free of cogging and powerful torque
* Highly sensitive, yet robust tonearm accurately reading the signal engraved in the record groove
* Two-layer structure platter with improved vibration damping performance
* High rigidity cabinet and high damping insulator for thorough shut-out of all vibrations, even during harsh operation conditions
* Starting torque/brake speed adjustment function
* Pitch control function enables accurate and stable pitch adjustment
* Reverse play function expands the flexibility of DJ playing styles
* Stylus illuminator featuring a high-brightness and long-life LED

We will communicate more detailed information via official social media channels.

**Technics**

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