

Vienna Calling: Teufel opens new store on 4.10.2018 in Austria

Berlin 09.27.2018 - Just two months after opening a store in Essen, Germany, Teufel excites its Austrian fans with an EMI store in Austria. The shop will be located on the Kaernter Strasse 30 in Vienna. With over 50 square meters of space, customers can experience the diversity of Teufel. Customers can also listen the stereo systems, soundbars, and surround systems all live in a glass showroom. The store opens from 4.6.10. with attractive offers!

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Overview of features:

- Teufel Audio opens on 4.10.2018 shop-in-shop EMI Store in Vienna.
- Continuation of successful foreign land shop strategy
- 18 square meter large glass listening room for individual sound prestation and comparison
- Headphone counter in window display with a direct view of the Kaernter strasse
- Opening date from 4-6.10.2018, only in the Vienna Teufel Shop you can receive these great deals:
- Noise-cancelling-headphones REAL BLUE NC for 139,99 instead of 229,99 (40% savings)
- Bluetooth loudspeaker BAMSTER PRO for 149,99 instead of 229,99 (35% savings)

Teufel to touch – now in Vienna

"Austria is one of the most important markets outside of Germany" claims Sascha Mallah, Managing Director of Teufel Audio. "Therefore, we didn't have to think twice about it when the renowned EMI Store in Vienna offered us the space," adds Sven Kirchner, General Manager Customer Retail. This new store will be the fourth point of sale for Teufel, after the Flagship store in Berlin, Bikini - also the location of company HQ, the shop-in-shop in KaDeWe Berlin and the store in Essen city centre, which has only been open for two months. "So far all of our stores are loved by our customers and fans" explains Sven Kircher. "Just like in other stores, our focus will be on individual consultations and allowing a space for visitors to hear our products."

The Best Consultations

The needs of our customers always remains a priority. "We experience it again and again that customers come into our stores with the intention to buy one particular product", tells Sven Kirchner. "However, when we ask more about their needs, it's clear that another product - often a lot cheaper - could suit their needs better. Together with the customers we try find the best personal solution." Like in all shops from Teufel Audio, it will be valid that in Vienna all products will share the same price as the online store, and there is an 8 week right of return, just like ordering online.

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About Teufel Audio

Teufel is one of Germany's largest manufacturers of audio products. Teufel's product range includes Hi-Fi, home cinema and multimedia systems, headphones, Bluetooth and Wi-Fi multi-room speakers featuring the company's own Raumfeld technology. The company first began developing speaker kits in Berlin in 1980 and is now the no. 1 manufacturer of audio products in Europe.

Since its foundation, the company has been setting trends in areas such as stereo and surround sound, portable speakers and multi-room streaming. At Teufel, excellent sound is always our top priority - and our numerous awards from consumers and trade press are proof of its success.

Press contact

Florian Weidhase
Presse & PR
+49 911 66442552
florian.weidhase_ext@teufel.de