

Promotional Announcement

Pro-Ject High-End Turntables Trade-In Deal

Get huge savings on Pro-Ject's premium Xtension and Signature line turntables.

Didcot, Oxfordshire – 20th February 2020

Pro-Ject Audio Systems, an Austrian company specialising in the production of premium record players and hi-fi electronics, are giving analogue aficionados more reason than ever to make their high-end turntables your next purchase. Effective from Monday, February 24th, and finishing at the end of May, all Xtension line and Signature line turntables can be purchased as part of a trade-in deal, for up-to £1000 off the regular SRP.

Over the last 20 years the success of the Pro-Ject Debut, amongst other affordable analogue products, has inspired owners across the world to first get back into vinyl, and then to continue their analogue adventure with one of the company's mid-priced models. This High-End Trade-In promotion is designed for those passionate vinyl lovers to take the next step into the true high-end arena.

The Promotion

The offer is open to all owners of a "hi-fi turntable" during the promotional window, and entitles the customer to the following discount:

Xtension Line	Signature Line
Xtension 9 (£500.00 off SRP)	Signature 10 (£1,000.00 off SRP)
Xtension 10 (£500.00 off SRP)	Signature 12 (£1,000.00 off SRP)
Xtension 12 (£500.00 off SRP)	

Terms & Conditions

- i. The Pro-Ject High-End Trade-In Promotion is offered by Henley Audio, only for customers in the UK and Ireland and only covering the above-mentioned products.*
- ii. Offer runs from February 24th 2020 – May 31st 2020, inclusive.*
- iii. Offer is only available when purchasing through authorised Pro-Ject Reference Partner dealers, supplied by Henley Audio.*
- iv. Trade-in turntable needs to be a "hi-fi turntable" of any value from any manufacturer. Call the Henley Audio support team before initiating your trade-in, if you have any concerns.*
- v. Traded-in turntables must be returned to Henley Audio by the retailer, as part of the promotion.*
- vi. Xtension and Signature turntables sold as part of the promotion are still supplied with the upgrade linear power supplies and bundle options available, announced by Henley Audio in 2019.*
- vii. Promotion is only valid on new turntable purchases (no B-Stock, Ex-Demo or Graded products) made within the promotional window when a trade-in turntable is supplied by the customer.*
- viii. All sales are handled exclusively by the retailer, and are subject to their own terms and conditions as well.*
- ix. Promotion can be withdrawn by Henley Audio prior to the planned end-date with no prior notice.*

The Turntables

A promotional graphic for Pro-Ject Audio Systems' Xtension Series turntables. The background is a light yellow. On the left, a turntable with a black platter and a silver tonearm is shown on a wooden base. In the center, a red speech bubble contains the text 'TRADE IN ANY TURNTABLE' in white. To the right, the Pro-Ject Audio Systems logo is displayed. Below the logo, the text 'XTENSION SERIES' is written in a large, bold, black font. At the bottom, a red horizontal bar contains the text 'SAVE ON XTENSION SERIES' in white.

Xtension Line

In 2011, the Xtension 12 was introduced as Pro-Ject Audio System's first "money-no-object" turntable, having been designed to celebrate the company's 20th anniversary. Since that time, the product has been expanded into three models, suited to different budgets and environments.

The Xtension 9, 10 and 12 all follow the same core principles. Their structures use a combination of the popular 'mass-loaded' and 'floating turntable' design principles. Most high-end designs tend to employ one of these principles, but the Xtension models use both. They also feature precision-balanced platters, made from metal, lined with TPE and topped with melted vinyl records.

All Xtension models also feature ultra-quiet, low-torque motors and automatic speed controls, as well as Pro-Ject's carbon fibre evolution tonearms and a variety of cartridge bundle options. Since late-2019, all Xtension turntables sold in the UK are also bundled with an upgrade Power Box RS UNI TT linear power supply (normally worth £399 SRP), totally free of charge.

Find out more at www.henleyaudio.co.uk.



The advertisement features a Pro-Ject Signature Series turntable on a dark wood plinth. A red banner at the top left reads "TRADE IN ANY TURNTABLE". The Pro-Ject logo and "AUDIO SYSTEMS" are in the top right. The words "Signature Series" are written in a cursive font with a pen nib at the end. A red banner at the bottom reads "SAVE ON SIGNATURE SERIES".

Signature Line

The Signature line is a true flagship, in every sense. Consisting of two models, the Signature 10 and Signature 12, they exhibit the ultimate in style, sophistication and technical excellence.

They successfully combine 'high-mass' and 'floating turntable' principles by merging heavy, anti-resonant platters and plinths with magnetic isolation in the feet and sub-chassis. The result is a turntable that eliminates any unwanted resonance transfer to the playing cartridge.

Both models employ the best motors possible, with the Signature 12 also further employing a fly-wheel drive system. Signature models also feature built-in speed control for added convenience in use and an upgrade Power Box RS UNI TT linear power supply as standard. Equipped with Pro-Ject's flagship Signature Tonearms, the Signature record players are designed to work with basically any pick-up cartridge on the market today.

Signature turntables truly represent the best sound the analogue format has to offer.

Find out more at www.henleyaudio.co.uk.

Notes for Editors

Consumer Contact for Publication

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About Pro-Ject Audio Systems

Pro-Ject Audio Systems are widely recognised as one of the finest turntable manufacturers in the world. Their mission is simply to produce the best sounding analogue components at the most competitive prices possible. The current range spans a huge variety of price points, with a variety of products targeted to key demographics or to accommodate any of the modern listener's unique requirements.

Based in the Austrian countryside, Pro-Ject Audio Systems use specialised manufacturing partners to produce all their products, and the entire turntable range is assembled with great skill, care and attention in the Czech Republic.



About Henley Audio

Henley Audio has been importing and distributing industry-leading hi-fi equipment to the UK and Ireland since 1997. With a passion for great sound and a firm focus on brand integrity, we work to deliver excellence in both product and service.

Formed as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. (trading as Henley Audio) operates in-house sales, marketing, service, support and warehouse teams in order to offer the full turn-key solution for suppliers. The brands we represent are not only highly regarded in their own right, but they also share a symbiotic relationship with other brands in our portfolio.

For more information, visit www.henleyaudio.co.uk

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