**Under Embargo until Jan. 4 at 8 a.m. ET**

**HARMAN Luxury Audio Debuts JBL L10cs Classic Series**

**10-Inch Powered Subwoofer at HARMAN Explore**

***Down-Firing Subwoofer Combines Powerful 250W RMS Built-in Amplifier With an Elegant Design Featuring Real-Wood Veneers***

**CES 2023, LAS VEGAS — Jan. 4, 2023 —** [HARMAN Luxury Audio Group](https://www.harmanluxuryaudio.com/) today announced the debut of the new JBL L10cs Classic Series 10-inch down-firing powered subwoofer at HARMAN Explore, being held Jan. 4-7 at the Virgin Hotels in Las Vegas. At the event, attendees will see the new subwoofer delivering low-frequency support for a range of JBL speakers and audio systems.

The L10cs’ 10-inch, down-firing polycellulose white cone woofer is driven by an advanced 250W RMS (500W dynamic) built-in amplifier. Additional features include auto on/off, adjustable crossover, phase, and volume, and a bass reflex system with rear-firing tuned ports. Available in black and natural walnut real-wood veneers, the L10cs is designed to complement a wide variety of JBL loudspeakers and seamlessly blend into any décor. At HARMAN Explore, attendees will experience the subwoofer paired with JBL’s award-winning Classic Series passive and active loudspeakers, including the L75ms music system and the new-for-2023 range of Classic Series electronics with the SA550 integrated amplifier. In addition to the Classic Series range, the L10cs makes a great pairing with the JBL Studio Monitor family of loudspeakers including the passive 4309 and active 4305P bookshelf models.

“From two-channel loudspeakers and integrated music systems to home theaters, the L10cs adds depth to music and impact to movies and videos, while its sleek and compact design adds a touch of elegance to any space,” said Jim Garrett, Senior Director, Product Strategy and Planning, HARMAN Luxury Audio. “With its real-wood veneer finish, comprehensive features, and superb performance, the L10cs is a great addition to the JBL Classic Series product family and an excellent complement to any JBL loudspeaker system.”

The L10cs will be available in the second quarter of 2023 with a manufacturer suggested retail price of $700.

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**ABOUT HARMAN**  
Headquartered in HARMAN's global center of acoustic engineering in Northridge, California, [HARMAN Luxury Audio Group](https://www.harmanluxuryaudio.com/) brings together five prestigious brands — JBL, JBL Synthesis, Mark Levinson, Revel, and ARCAM — to offer the most advanced high-performance audio systems with award-winning products including loudspeakers, subwoofers, preamplifiers, amplifiers, turntables, and headphones. From the finest stereo listening to state-of-the-art multichannel home theater systems, HARMAN Luxury Audio Group delivers pure, uncompromised sound. HARMAN Luxury Audio Group is a lifestyle business unit of HARMAN International, a wholly owned subsidiary of Samsung Electronics Co. Ltd.

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**Image Caption:** HARMAN Luxury Audio debuts JBL L10cs Classic Series 10-Inch Powered Subwoofer at HARMAN Explore during CES 2023.

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