**PRESS RELEASE**

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**AMS Neve Appoints Sweetwater Sound To Its US Dealer Network**

*As an established pro audio specialist, Sweetwater Sound is ideally placed to promote this legendary UK Brand.*

**BURNLEY, UK. December 10th 2020**: UK manufacturer AMS Neve has strengthened its presence in the USA by appointing pro audio specialist Sweetwater Sound to its valued dealer network.

Based in Fort Wayne, Indiana, Sweetwater Sound was established in 1979 and has an in-depth understanding of the needs and aspirations of recording professionals. This knowledge underpins its business philosophy, making it an ideal partner for AMS Neve, a company with a renowned pro audio pedigree.

As a member of AMS Neve’s US dealer network, Sweetwater Sound will stock the company’s full range of outboard equipment and supply Neve**®** Genesys and Neve**®** Genesys Black consoles, as well as the recently launched 8424 console.

David Walton, Distribution Manager at AMS Neve, says: "We're delighted to begin a partnership with Sweetwater Sound, whose brand values and objectives are very closely aligned to those of AMS Neve. Our goal is to increase our brand presences and, ultimately, sales, within the United States. With the addition of Sweetwater to our list of valued US partners, we believe we are in a great position to achieve this ambition in 2021, and beyond."

Arend Raby, Senior Director of Partner Marketing at Sweetwater Sound, adds: “We're thrilled to offer AMS Neve's selection of products, and believe that their assortment of high quality, respected studio tools will be an exciting addition for our customers.”

Recording professionals visiting Sweetwater Sound’s state of the art store in Fort Wayne will be able to view and demo AMS Neve equipment on site. The brand will also be promoted to Sweetwater’s customer base via its strategic marketing channels.

“There has always been a sense of respect and admiration between the brands,” says Alex Morales, Senior Pro Audio Category Manager at Sweetwater Sound. “We are very excited to not only carry the Neve classics, but also the very forward-thinking new products in the company’s line up.”

**-ends-**

**About AMS Neve**

AMS Neve engineers have pioneered the greatest proportion of the ground-breaking techniques in the professional audio industry.  Just a few examples of “world firsts” are moving fader automation, hard disk editing, digital console technology, digital audio for film, microprocessor-controlled effects units and standards such as MADI.

The most discerning artists, producers and facility owners regard AMS Neve products as No. 1 for desirability on their equipment list and have done so for the past fifty years.

Recognised by all the premier bodies in the various fields of music, TV and film, the products and their designers have been honoured by two Scientific and Engineering Academy® Awards, an Emmy™ and a Grammy™ amongst many others.

All AMS Neve products are designed and built in-house at the company’s Headquarters in Burnley, England. For more information please visit: [http://www.ams-neve.com](http://www.ams-neve.com/)

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