



Official Audio

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Technics named Official Audio of the PGA TOUR and PGA TOUR Champions

Panasonic brand kicks off TOUR partnership with the Technics Sound Deck, letting fans listen in on player and caddie conversations

NEWARK, N.J., and PONTE VEDRA BEACH, FLA. (March 2, 2026) – The PGA TOUR and Technics, a brand of Panasonic Holdings Corporation, today announced a new multi-year marketing partnership that designates Technics as the Official Audio, Official Headphones and Official Earbuds of the PGA TOUR and PGA TOUR Champions.

To celebrate the agreement, through 2029, Technics is bringing the Technics Sound Deck to select events across the PGA TOUR season, which gives fans insight into the player and caddie conversations playing out on the hole in front of them through an exclusive audio feed.

“As we kick off our new partnership with Technics as our Official Audio, Headphones and Earbuds, the PGA TOUR is excited to introduce the Technics Sound Deck to our fans at events across the TOUR season,” said Dan Glod, PGA TOUR Executive Vice President, Corporate Partnerships. “Hearing more conversations between players and caddies was one of the top enhancements fans asked for when we launched the Fan Forward survey, and the Technics Sound Deck offers a great way to listen in to those one-on-one discussions as players strategize the hole ahead of them.”

At the Technics Sound Deck, fans can step into an immersive listening experience, wearing Technics’ award-winning over-the-ear headphones to hear PGA TOUR players and their caddies strategize in real time, bringing them closer to the action than ever before. After experiencing the on-course conversations and player reactions, fans can also demo the multi-award-winning Technics AZ100 noise-cancelling true wireless earbuds and discover the brand’s celebrated sound quality through their favorite music.

“The partnership with PGA TOUR and PGA TOUR Champions is an exciting milestone for Technics,” said Melissa Housel, Senior Marketing Manager and Head of Product Marketing, Panasonic Consumer Electronics Company. “Our heritage is built on more than 60 years of innovation and an uncompromising commitment to sound quality. The pursuit of perfection through innovation is something we live every day, and it’s the same relentless dedication we admire in the world’s top

golfers. Through this partnership, we're honored to bring our iconic listening experience to a loyal and passionate community that truly appreciates excellence. We look forward to building lasting connections with golf fans, whether they're experiencing the game firsthand on the course or through exceptional sound at home."

Along with the Technics Sound Deck, the brand will showcase its signature high-end audio products, including high-end audio components, direct drive turntable systems, award winning earbuds and more, through product demonstrations, exclusive giveaways and player and fan partnerships throughout the season.

Technics' partnership with the PGA TOUR continues Panasonic's entry into men's professional golf, as TGL presented by SoFi tapped Panasonic as its Official Projector Partner in December of 2025, providing cutting-edge projection technology that brings the league's innovative gameplay to life on its 64-by-53-foot screen, which is approximately 24 times the size of a standard golf simulator screen.

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About PGA TOUR

By showcasing golf's greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions events on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. PGA TOUR members represent the world's best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR operates PGA TOUR Studios—a state-of-the-art production studio redefining golf content for fans worldwide—and has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel, with video streaming service on ESPN+ and additional coverage on multiple Free Ad-Supported Television (FAST) channels. Internationally, the PGA TOUR Studios-produced World Feed is available across 200+ countries and territories in 30 languages via 39 broadcast and digital partners. To date, events across all Tours have generated more than \$4 billion in charitable giving. Fans can follow the PGA TOUR at PGATOUR.COM, on the app and in multiple languages across their favorite social media pages.

About Technics

Technics is the brand name of hi-fi audio products owned by the Panasonic Corporation with main residence in Osaka, Japan. The Technics brand was founded in 1965. Driven by a constant strive for innovation and excellence within the audio field, countless legendary hi-fi components have been released by the Technics brand, many of them having set new standards in the audio world.

For more information please see: www.technics.com or follow [technics.global](#) on Facebook, [@technics_global](#) on Instagram or [@technics](#) on Twitter.

About Panasonic Corporation of North America

Newark, NJ-based [Panasonic Corporation of North America](#) is a leader in B2B technology solutions and industrial components that power a smarter, more sustainable world, along with consumer

technologies that elevate everyday life and wellbeing. As the primary regional subsidiary of Panasonic Holdings Corporation (Osaka, Japan), the company is advancing human-centric AI, green energy solutions and next-generation manufacturing technologies. Guided by its founding mission to contribute to the progress of society, Panasonic continues to invest deeply in research and development to deliver next-generation solutions across key industries including energy, mobility, avionics and automotive manufacturing. The company is also advancing toward its goal of achieving net-zero emissions across global operations by 2030. For more information on the company's innovations and its vision for the future, visit na.panasonic.com.