

JBL® Marine Speakers

Features & benefits

Hear the truth.



Market Launch Date: Available Now!

CATEGORY: Marine Speakers

POSITIONING:

USP: High-fidelity Marine speakers

KEY BENEFITS:

- Better low-frequency response and musical character than other speakers the same size
- Consistent performance and longer life
- Delivers more of the full-range response that you associate with great sound
- Reduces power compression and unwanted distortion
- Full power delivery means more rich sound delivered to the listener's ears
- More lifelike vocals, cymbals, brass instruments and piano sounds
- Raises the sound stage and makes the music more realistic
- Increased ability to personalize the sound for the listener's taste
- Offers greater flexibility of installation to blend placement tastefully with interior surfaces
- Enhances sound quality and blend of the components as if a single speaker

BASIC FEATURES:

- Carbon-injected Plus One cone
- Carbon-composite, nonmagnetic frames
- Vented magnet assemblies
- Four-Ohm voice coils
- Plus One™ woofer cones
- Balanced dome tweeters
- Designed for the elements
- Individually Voiced
- OEM-level reliability testing

JBL® Marine Speakers

Selling points

Hear the truth.



CRITICAL TO PURCHASE:

- A larger diaphragm than other speakers in the same size class means more air moves with the stiff carbon cone
- Plus One Woofer Cone provide more overall speaker-cone area than other cones in its class
- Balanced Dome Tweeters which are weather resistant delivering a smooth high-frequency response and increased power handling for highs and mids, which equate to more lifelike sound
- Their one piece polymer basket is designed to stand the test of time, even after long expose to the sun and salt
- Individually voiced by competing to ensure each line has the consistent JBL sound signature that's known and sought out by those who care about their audio.

CROSS-MERCHANDISING:

PROMOTIONAL TIME PERIODS:

- Holidays, back-to-school

CRITICAL TO PURCHASE (continued):

- Allows tweeter to be aimed toward listener's ears in lower factory-speaker positions to project the sound much higher up across the dash
- More control of the high-frequency blend to accommodate a greater variety of installation locations
- Filters low and high frequencies to the appropriate speakers while increasing power handling
- Grilles, mounting adapter rings and/or tweeter cups all included in the specific models where necessary

Model #	Description	Color	Dimensions (H x W x D)	UPC	MSRP	MAP	Dealer Cost
MS6510	6" Dual Cone	White	9.41 W X 17.60 D X 4.88 H	050036322737	\$96.00	\$79.95	\$41.20
MS6520	6" Coaxial		9.41 W X 17.60 D X 4.88 H	050036322744	\$144.00	\$119.95	\$61.80
MS9520	6" x 9" Coaxial		13.03 W X 18.39D X 5.31H	050036322751	\$168.00	\$139.95	\$72.10