

Sound United Buys Onkyo Home Audio Division

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Sound United, the parent company of Denon, Polk Audio and Marantz, among others, announces the acquisition of the Onkyo consumer audio division-- owner of the Onkyo, Pioneer, Pioneer Elite and Integra brands.



Financial details of the deal are not available.

“We are thrilled by the opportunity to add the venerable Onkyo and Pioneer brands to our portfolio. Sound United is one of the leading dedicated providers of premium audio/video products, and we believe the combined businesses will bring unrivaled innovation and sound performance to our consumers and channel partners,” the company says. “Upon completion of the transaction, we will work tirelessly with the consumer audio division of Onkyo Corporation to ensure a seamless transition into the Sound United family so that all employees, customers and channel partners benefit from the enhanced breadth and depth of the new organisation.”

The Onkyo consumer audio division brings AVRs, hifi equipment, smart speakers, turntables, soundbars, home theatre systems and optical disc players. Post-acquisition Onkyo will retain the Onkyo and Pioneer brands for their Digital Life and Embedded Audio businesses, while Sound United takes over all global 3rd party distribution agreements selling Onkyo products.

Sound United has been on a roll with the acquisitions lately, with a portfolio including the likes of Denon, Polk Audio, Marantz, Definitive Technology, HEOS, Classé, and Boston Acoustics. As such, it makes sense for the company to expand further into home theatre space via the Onkyo and Pioneer brands, especially if it holds on to the engineering and product development staff.

Go [Sound United Enters into Term Sheet to Acquire Onkyo Corporation's Home Audio Division](#)