

FOR IMMEDIATE RELEASE

HISENSE JOINS GOALKEEPING LEGENDS TO SHOWCASE UEFA EURO 2024™ ‘BEYOND GLORY’ HERO PRODUCTS

Suwanee, Georgia (June 21, 2024) – Hisense, a leading global home appliance and consumer electronics brand ranked No. 2 globally for TV shipments from 2022 to Q1 2024, steps into the spotlight in a new ambassador [video](#). The brand has partnered with its Global Ambassadors Iker Casillas and Manuel Neuer to celebrate providing fans with the ultimate UEFA EURO 2024™ gaming watching experiences.

As official partner of UEFA EURO 2024™, Hisense recently launched its *BEYOND GLORY* campaign, appointing the two renowned goalkeepers as Hisense Global Campaign Ambassadors. The campaign celebrates the relentless pursuit of excellence shared by footballers aiming for EURO 2024™ honors, while highlighting Hisense’s commitment to pushing boundaries in the consumer electronics and home appliance industries.

Both iconic goalkeepers represent absolute dependability in helping ensure their teams’ success, just as Hisense strives in its commitment to succeed in improving the lives of our customers with innovative dependable technology.

The campaign marks the third consecutive UEFA European Championship™ that Hisense has partnered with, providing an important opportunity to continue to connect the Hisense brand with consumers around the world. This year, UEFA has granted exclusive rights to Hisense as official VAR screen provider for UEFA EURO 2024™.

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About Hisense

Since 2001, Hisense USA Corporation, a subsidiary of Hisense Group, has been a leading provider of technology products, encompassing a diverse range of offerings such as televisions, Laser TVs and Cinemas, refrigerators, ranges, dishwashers, and an array of air conditioners and dehumidifiers. As the Official TV and Home Appliance Partner of the NBA and the UEFA EURO 2024™, the company places maximum emphasis on performance, quality, and value, leading to remarkable industry growth and a reputation for producing reliable, award-winning products. In 2023, Hisense maintained its position as the second-largest global TV manufacturer for the second consecutive year, demonstrating the company's commitment to superior product quality and the best customer experience.

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