

# MERIDIAN AUDIO BRINGS PREMIUM SOUND TO GOL'S NEW INSIGNIA BUSINESS CLASS CABIN

July 2026

- Meridian's first major airline customer in Latin America, as GOL expands into long-haul international travel
- Featuring Meridian's advanced noise cancellation - cutting cabin noise by nearly half for a more comfortable and luxurious experience

Meridian Audio has been appointed by GOL, one of Brazil's leading airlines, to deliver a premium in-flight audio experience in the airline's new Insignia Business Class cabin.

GOL becomes Meridian's ninth airline customer worldwide and the first major airline in Latin America, extending the company's growing global aviation network which already includes United Airlines, British Airways, ANA, AirX and others.

GOL have brought Meridian on board as they transition from short-haul carrier to a long-haul international airline.

Meridian debuts on GOL's inaugural Rio de Janeiro to New York service in July, 2026. This is the first of four new long-haul routes from GOL's Rio hub with Paris, Lisbon and Orlando to follow through the year.

Alongside the Meridian headsets, Insignia Business First passengers will benefit from an individual 16-inch touchscreen, fully reclining seats, additional personal space, greater privacy and personalised amenity kits.

Iwona Helfer, Partnership and Events Manager at Meridian Audio, said: "GOL are exactly the kind of partner we look for: ambitious, fast-moving and committed to the passenger experience."

"As the airline moves into long-haul premium travel, sound becomes part of how that journey feels. The Meridian headset for GOL is designed to make the cabin quieter and more comfortable, so passengers can relax and arrive feeling more refreshed."

## Meridian for GOL

Tailored for Insignia Business Class by GOL's cabin, the Meridian Headset is engineered to deliver an exceptional listening experience throughout long-haul journeys.

Air travel presents unique challenges for audio entertainment. Engine noise, cabin pressure and the acoustic environment of the aircraft all influence how music, speech and films are perceived.

Engineered specifically for these conditions, the Meridian Headset combines a custom-engineered drive unit with advanced noise cancellation which has been precisely tuned for the realities of flight, delivering clear, balanced sound with natural detail and lasting listening comfort, even on the longest journeys.

Meridian's advanced noise cancellation cuts cabin noise by nearly 50%, allowing passengers to enjoy entertainment at lower listening volumes without compromising clarity. Dialogue remains crisp and intelligible, eliminating the need to raise the volume to overcome the aircraft environment.

## About GOL

GOL is a Brazilian airline and a member of the Abra Group. Traditionally focused on short-haul operations, GOL is now expanding into long-haul international travel with a new fleet of Airbus A330neo aircraft and the introduction of its Insignia Business First cabin. Rio de Janeiro serves as the hub for their new intercontinental routes to New York, Paris, Lisbon and Orlando.

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## About Meridian Audio

The Future of Sound.

Meridian Audio is an engineering-led technology and brand licensing business with an award-winning product portfolio. With nearly fifty years of pioneering audio innovation at its core, Meridian is driven by a singular goal: to create the kind of goosebump-inducing reactions that stay with you, an experience that is natural, authentic and lifelike which resonates deep within.

A fundamentally human starting point underpins everything Meridian does. By understanding how we perceive sound, and how it makes us feel, Meridian researches and designs experiences that are immersive, engaging and effortless in any listening application.

Today, Meridian's proprietary audio technologies reach millions of listeners around the world, in luxury homes and throughout automotive cabins, aircraft interiors, marine vessels and personal listening environments. Meridian partners with iconic global brands to shape immersive audio experiences that transform any listening space, and customers who've chosen Meridian include AVATR, British Airways, KIA, LG Electronics, MasterCraft Boats, McLaren Automotive, Rivian, Togg, United Airlines and the JLR House of Brands: Range Rover, Defender, Discovery & Jaguar.

Meridian's portfolio of high-performance luxury audio products are Made in Britain and sold worldwide through specialist integrators and audio distributors. From flagship in-room loudspeaker systems to complete integrated home theatres, Meridian's award-winning products embody the pinnacle of performance, maximising the company's capabilities across research, technology, system design and engineering to set a benchmark for discerning listeners with luxury residential and bespoke marine projects.

Learn more at [www.meridian-audio.com](http://www.meridian-audio.com)

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