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## **BEATPORT INTRODUCES NEW GENRE, ELECTRO: CLASSIC / DETROIT / MODERN**

*Genre launch creates a new home for the pioneering sound born out of the Motor City, Rotterdam, and beyond.*

**BERLIN, DE - DECEMBER 8, 2020** - Beatport, the world's number one destination for electronic music, has just announced that it will add a brand new genre category to the store: **Electro [Classic / Detroit / Modern]**.

By introducing the genre to the site, Beatport will offer its customers an expertly curated Electro catalogue with its own dedicated spot in the store. This will give artists, distributors, labels, and the Electro community a home where their sounds can be easily heard and discovered. Additionally, Electro will now have its own Top 100 chart.

With its aggressive arpeggios, robotic melodies, stout 808 drum patterns, and unmistakably bold flair, both the classic and modern sound of Electro — which originated in cities like Detroit during the '90s thanks to acts like, Cybotron, Model 500 and Drexciya — has hit a global resurgence over the past several years. With this new store spotlight, Beatport hopes to pay homage to this essential component of electronic music history.

The new categorization will host Electro pioneers and tastemakers like **AUX 88, 214, Cygnus, The Exaltics, VC-118A and Drexciya**, alongside pivotal labels such as **Frustrated Funk, Lone Romantic, Klakson**, plus many more.

Speaking about the launch, celebrated German Electro duo **The Exaltics** said: "*Great to have the Electro genre finally presented on Beatport. It was about time. An essential genre in the past, the present, and in the future!*"

Detroit's proficient Electro outfit **Aux 88** added: *"So glad Beatport recognizes Electro as a genre, Detroit has always been on the cusp of the future with Electro music."*

**Beatport's Senior Vice-President, Romain Pouillon**, commented, *"I can't count how many times I have been asked by DJs where to find Electro on Beatport. With the recent resurgence of this sound, Beatport needed to bring a dedicated genre page to life. Electro is a ground-breaking original genre from the roots of electronic music, with legendary acts like Cybotron and Model 500 as some of its most well-known artists. Having such a page will certainly help the new generation of DJs getting to grips with our new Beatport LINK technology to discover some of the most iconic Electro tunes."*

To hear sample playlists representing the sounds that can be found on the new store section, visit the Electro [Classic / Modern / Detroit] page: <https://btprt.dj/zbcuuw>

To learn more about Electro on Beatport, head to [Beatportal](#).

### **About Beatport:**

Founded in 2004 as the principal source of music for DJs, Beatport is today the worldwide home of electronic music for DJs, producers, and their fans. The Beatport Store offers music in premium digital formats and provides unique music discovery tools created for and by DJs. Each week, Beatport's music collection is refreshed with hundreds of exclusive tracks by the world's top electronic music artists. Beatport has offices in Los Angeles, Denver and Berlin. Follow us on [Twitch](#), [Facebook](#) and [Twitter](#), and [Instagram](#).

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