BANG & OLUFSEN SOUND SYSTEM FOR THE AUDI A3/A3 SPORTBACK

BANG & OLUFSEN SOUND SYSTEM FOR THE AUDI A3/A3 SPORTBACK

The newest incarnation of Bang & Olufsen's Sound System for the Audi A3 is a natural blend of state-of-the-art automotive technology and superior audio innovation. With 14 fully active loudspeakers and 705-watts of power, the system sets a new standard in car audio in the compact class.

A Customised Iconic Design

Each Bang & Olufsen sound system is a pristine reflection of the car for which it has been designed – never more so than with your Audi A3. Bang & Olufsen designers have been involved in the A3's development since the beginning, assuring that the loudspeaker grilles and system design are perfectly integrated with the Audi A3's interior.

The flowing contours of the loudspeaker grilles in each of the car's doors are highlighted with an anodized aluminium trim. The front door grilles additionally feature a thin white light. Powered by LEDs, the subtle white light visibly separates the platinum-coloured aluminium trim and grilles, and acts to further accentuate the design language of the sound system and the Audi A3.

Listen Closely

The Bang & Olufsen Sound System for the Audi A3 creates an incredibly wide and realistic soundstage, much like that of a live concert venue. The elegant and refined interior of your Audi A3 has been seamlessly appointed with 14 loudspeakers and 705-watts of power.
Whether you are manoeuvring through loud city traffic, cruising down the motorway, or sitting in a parking lot, the high-powered sound from your system remains pristine despite changes in outside noises. This is due to GALA plus, a system that compensates for vehicle noise by using a microphone integrated into the ceiling of the cockpit to measure changing

noise conditions and automatically adapt the volume and timbre produced by the sound system accordingly.

The system has three sound focus areas that allow sound to be projected to the entire car or focused solely in the front or the rear, thus allowing for a perfect listening experience from every seat. The process was conducted not only using state-of-the-art technology, but also with the highly trained ears of our gifted sound engineers.

Power Meets Performance

The Bang & Olufsen Sound System for the Audi A3 features 14 active loudspeakers with one amplifier channel per loudspeaker and two for the subwoofer. Additionally, you can enjoy 5.1 Surround Sound (only available with the MMI Navigation plus) in your Audi A3 – all of which makes the Bang & Olufsen Sound System for the Audi A3 the most sophisticated in-car audio for the compact class car segment. Our experts have tweaked the system to create precision over time and space, meaning that the sound is natural and true to its original recording. With the Bang & Olufsen Sound System for the Audi A3, the sound will match that of a live concert venue.
The attention to the smallest details and superb engineering are all clear indications that the next generation Bang & Olufsen Sound System truly follows Bang & Olufsen's tradition of success for more than 85 years.

Further information is available at www.bang-olufsen.com/audi
Photographs and contents: all rights reserved. September 2012. The Bang & Olufsen Group

BANG & OLUFSEN SOUND SYSTEM FOR THE AUDI A3/A3 SPORTBACK

SPEAKERS

14 loudspeakers

DESIGN

Loudspeaker grilles in each of the car's doors which are highlighted with an anodized aluminium trim

A thin white light in the front door speakers separates the platinum-coloured aluminium trim and grilles and acts to further accentuate the design language of the Bang & Olufsen Sound System and the Audi A3

AMPLIFIER

15-channel amplifier

705 watt

SOUND FEATURES

5.1 Surround Sound (only available with the MMI Navigation plus)

GALA plus automatically adjusts the sound in the vehicle depending on speed and other environmental noises

Sound settings: front, rear and all

Further information is available at www.bang-olufsen.com/audi

Photographs and contents: all rights reserved. September 2012. The Bang & Olufsen Group

BANG & OLUFSEN WHAT MOVES YOU