



## The new Audi A3 Cabriolet with Bang & Olufsen Sound System

*Introducing the Bang & Olufsen Sound System for the new Audi A3 Cabriolet - reuniting automotive excellence with uncompromising audio performance.*

Struer, September 2013

In March 2013 Bang & Olufsen announced its evolution in car audio for the Audi A3 Saloon. Today the relationship continues with the announcement of the Bang & Olufsen Sound System for the new Audi A3 Cabriolet, delivering its iconic design and celebrated sound quality.

### **Unrivalled sound experience**

Bang & Olufsen's bespoke system for the Audi A3 Cabriolet delivers a sound and specification unmatched in the A3 car segment. The system's comprehensive design process culminated in over 400 hours of expert audio tuning and considers the acoustic properties of every cabin surface. Sound automatically adjusts to all noise conditions, ensuring every note is delivered in its most optimised quality, whether driving top-down or open-top. 13 fully active loudspeakers, each powered by their own amplifier channel, deliver a total output of 625 Watts.

**BANG & OLUFSEN**

The result is an incredibly clean and immersive sound experience; unaltered by driving situation or the listener's cabin location. The listener hears all the atmosphere and detail of the original recording. And with 'MMI Navigation plus', DVDs offer a more enthralling spatial experience, through 5.1 surround sound reproduction. Further optimisation is available in the form of pre-set selections, allowing focused audio for front and entire car occupancies (all).

### **Seamless design integration**

Every minute detail is the result of Bang & Olufsen's full involvement with Audi, from the inception of the sound system to its roll-out. Quality is established through details like the front door speaker grilles with laser engraved Bang & Olufsen logo and anodized, platinum coloured aluminium trims. While elements like the accent lines of thin white LED, which follow the curve of the door speaker grilles, surprise and embody the magic of the brand and the sound system. Every detail integrates seamlessly and successfully conveys the design language of both companies.

"The Bang & Olufsen Sound System for the new Audi A3 Cabriolet is yet another important milestone in the collaborative journey of Audi and Bang & Olufsen, and further echoes our successful partnership." said Jens Peter Zinck, Managing Director Bang & Olufsen Automotive.

### **Specifications**

Bang & Olufsen Sound System for the Audi A3 Cabriolet

13 fully active loudspeakers:

- 3-way-setup in the front
- 3-way-setup in the back
- 1 centre

625 Watts of power

Reproduction of 5.1 surround sound from DVDs (in combination with MMI Navigation plus)

GALA plus: compensates for vehicle noise by using a microphone in the ceiling of the cockpit that responds to changing conditions, including open-top driving; automatically adjusting volume and timbre.

Sound settings: front and all

**For more information please contact:**

Corporate Communication  
Bang & Olufsen a/s  
Tel: +45 96 84 51 00

***Bang & Olufsen** was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.*

*Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit [www.bang-olufsen.com](http://www.bang-olufsen.com).*

***Bang & Olufsen Automotive** offers its partners car audio systems with unprecedented sound quality and listening pleasure for the driver and passengers. In addition to the company's traditional craft skills within manufacturing and aluminium finishing, the systems incorporate the radical synthesis of emotional appeal and technological performance that has long been the hallmark of Bang & Olufsen.*

*Bang & Olufsen Automotive launched its first car audio system in 2005, and will continue to innovate and refine together with its partners within the automotive industry.*

*Images are available free of charge from the **Bang & Olufsen media centre**:  
<http://mediacenter.bang-olufsen.dk>.*

*If you are a first-time visitor, please follow the instructions and register as a new user.*