

## Bang & Olufsen launches new high-end surround sound system for BMW 6 Series Coupé

**The new Bang & Olufsen high-end surround sound system for the all new BMW 6 Series Coupé is the first in-car sound system developed by Bang & Olufsen for world-renowned car manufacturer, BMW.**

In September 2010, Bang & Olufsen announced the partnership with German car manufacturer, BMW. The fruits of the new partnership, the Bang & Olufsen high-end surround sound system, will arrive at dealer showrooms in fall 2011.

The new sound system is characterized by a distinctive new design including small LEDs casting light subtly into the cabin when the system is activated.

The system consists of 16 active loudspeakers driven by 1,200 watts of power. Each of the seven tweeters is paired with a mid-range loudspeaker to deliver a homogeneous loudspeaker set-up, while the two subwoofers located under the front seats are directly mounted to the body of the car. This BMW-patented design eliminates vibrations from the subwoofers to produce a cleaner sound performance.

The new system also incorporates Dynamic Road Noise Compensation, which uses sound data gathered from a microphone mounted in the cabin to constantly adjust the sound according to conditions outside the car, such as rain and changing road surfaces. Finally, two different sound modes integrated into the all new system create two quite different sound experiences.

The new system also heralds the first of what is planned to be a succession of cars from the German auto manufacturer featuring a high end Bang & Olufsen in-car sound system.

The agreement does not affect Bang & Olufsen's expectations for the current financial year.

Tue Mantoni  
President & CEO