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Aston Martin and Bang & Olufsen in coolest brands top five

Struer, September 2011

Bang & Olufsen would like to congratulate our Automotive partner Aston Martin on its coolest brand title. Aston Martin beats among others Apple, to be crowned the coolest brand for 2011/12 in the annual Coolbrands survey, administered by The Centre for Brand Analysis in UK.

Bang & Olufsen was once again among the top 5 coolest brands followed by brands like Blackberry, Google and YouTube.

"We are honoured to be rated as one of the coolest brands in the world and see this as an acknowledgement of our efforts to create unique audio-video products that stand out from the crowd", says Tue Mantoni, CEO of Bang & Olufsen.

Thousands of brands were shortlisted to a list of 1,500 for this year's survey before a Coolbrands expert council of 37 independent influencers and 2,100 members of the public rated the brands on style, innovation, originality, authenticity, desirability and uniqueness.

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Top 10 Coolest Brands

- 1. Aston Martin
- 2. Apple
- 3. Harley-Davidson
- 4. Rolex
- 5. Bang & Olufsen
- 6. BlackBerry
- 7. Google
- 8. Ferrari
- 9. Nike
- 10. YouTube.

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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.

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

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