



Another dimension

Bang & Olufsen introduces its high-end Surround Sound system for the all-new BMW X5, delivering concert-hall acoustic performance in the large SUV cabin.

Struer, May 30, 2013

The Bang & Olufsen high-end Surround Sound system for the all-new BMW X5 represents another step forward in the evolution of the partnership between BMW and Bang & Olufsen engineers. Together we have designed a meticulously balanced soundscape perfectly attuned to the requirements of the first-ever BMW SUV to be fitted with Bang & Olufsen sound.

"We are pleased to continue our collaboration with BMW, providing the unique Bang & Olufsen sound specifically tailored to the cabin of the BMW X5," says Jens Peter Zinck, Managing Director of Bang & Olufsen Automotive. "This is the first BMW model with Bang & Olufsen sound to be produced in the USA, which is a very important market for us."

BANG & OLUFSEN

Play it by ear

The all-new BMW X5 offers all the signature features that have successfully been implemented by Bang & Olufsen in the BMW 5 Series, 6 Series and 7 Series models. Sixteen active loudspeakers powered by a 1,200-watt amplifier deliver an authentic and emotional listening experience. BMW's subwoofer architecture, placing the drivers in an extremely rigid part of the body structure under each of the front seats, ensures a powerful, dynamic and clean reproduction of the bass. With the excellent audio system configuration as a basis, BMW and Bang & Olufsen sound engineers do most of the final sound tuning by ear, with the aim to create a listening experience on par with the finest home audio systems. In order to retain the same perceived listening level and timbre while driving, the system is also tuned at speeds beyond 200kph, by using very advanced digital signal processing.



A touch of magic

The pristine sound is enhanced with design elements, which coherently blend into the interior of the car. The orchestration of the Bang & Olufsen high-end Surround Sound system for the BMW X5 includes solid aluminium grilles, illuminated mirror triangle tweeters and a moving Acoustic Lens in the centre of the instrument panel.

This is an audio system that needs to be heard – and felt – as well as seen.



For more information please contact:

Corporate Communication
Bang & Olufsen a/s
Phone: +45 96 84 51 00
Fax: +45 96 84 50 33

***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

***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>.*

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