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## Bang & Olufsen goes to Le Mans

At Le Mans 2011, VIP guests of Audi and Aston Martin, who need a break from the vroom at the racing track, can sit back and relax in the respective trackside hospitality pavilions of the two companies without missing any of the action.

Struer, June 2011

"We are very pleased to be able to help our brand partners Audi and Aston Martin bring the intense excitement from the track into the VIP areas. With the authentic and life-like sound and picture quality of our audio and video products, I am sure the guests will not feel like they're missing out on any of the action," says Director of Bang & Olufsen's Automotive division, Jens Peter Zinck.

Audi's Racing Club is equipped with state-of-the-art BeoVision 7-55 TVs from Bang & Olufsen, and music is provided by the iconic BeoSound 5 audio system and the powerful BeoLab 9 loudspeakers, which ensures an excellent sound reproduction.

At Aston Martin's VIP lounge, guests can follow the excitement at the racing track on elegant BeoVision 10 46-inch flat screens. Visitors to Aston Martin's VIP lounge can also enjoy Bang & Olufsen's acclaimed BeoSound 8 speaker dock in all available colours – and try it out first-hand.

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## **Excitement outside the track**

However, most Le Mans visitors will want to enjoy the cars up close. For those who wish to combine their affection for fast cars with their passion for great sound, Audi offers exclusive shuttle service in Audi A8s equipped with the highly acclaimed Advanced Sound System from Bang & Olufsen. The system was developed exclusively for Audi to match the A8 perfectly, both acoustically and physically, and has set new standards within exhilarating car sound and outstanding visual design - so all music loving guests can look forward to an unforgettable experience.

## Let the games begin

Should anyone get tired of watching the race from the sideline, visitors to the Aston Martin VIP lounge can also participate in the Bang & Olufsen racing game competition, where visitors can make their own driving experience by playing a race game. The one who makes the fastest round wins a BeoTime alarm clock from Bang & Olufsen.

At the same time, Aston Martin puts a BeoSound 8 speaker dock at stake as one of the top prizes in the Aston Martin team quiz. So let the games begin!

## For more information please contact:

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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.

**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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