

BANG & OLUFSEN HIGH-END SURROUND SOUND SYSTEM FOR THE BMW 5 SERIES



Unmatched Power

The Bang & Olufsen high-end Surround Sound system for the BMW 5 Series is the result of months of sound tuning and decades of experience by Bang & Olufsen's acoustic engineers working in close partnership with BMW engineers. Out of this partnership has come a system with a sound performance normally reserved for the high-end stereo in your living room. The system's most impressive features are its neutral tonal balance, authentic sound staging and imaging, and distortion-free reproduction, which translate into an enjoyable listening experience that will leave you wanting to hear more – even after hours of travel.

Sound tuning for each of the four different variants, Limousine, Touring and Gran Turismo, as well as the long-wheelbase Limousine, only available in China, was undertaken by Bang & Olufsen sound engineers to ensure that the unique contours of each variant's interior were taken into consideration – the result is optimal sound performance across all variants.

With 16 active loudspeakers driven by 1,200 watts of power, the Bang & Olufsen high-end Surround Sound system for BMW 5 Series vehicles delivers a rich and authentic sound. Each of the seven tweeters is paired with a mid-range loudspeaker to deliver a highly balanced sound experience, and two potent subwoofers located under the front seats ensure a powerful bass sound throughout the vehicle. These subwoofers are mounted directly onto a rigid area of the car's body, thus eliminating vibrations and creating a very clean sound at all volume levels.

This sound remains clean despite changes in outside noises with its use of Dynamic Sound Optimization. Using data gathered from a cabin-mounted microphone, sound is constantly adjusted according to conditions inside and outside of your car, like rain and changing road surfaces. So no matter



where or how fast you are driving, you will have the same listening level and tonal balance at all times.

The Bang & Olufsen patented Acoustic Lens Technology also distributes sound horizontally with 180° of dispersion left to right. On closer inspection, the acoustic lens cover also reveals an additional mid-range loudspeaker to deliver perfectly balanced sound throughout the cabin.

The system allows you to choose between two distinct sound modes. Studio Mode produces a vivid sound stage like in a recording studio, while Expanded Mode widens the sound stage and creates a sense of space by giving you and your passengers the impression that the loudspeakers are located outside the confines of the car.

An Integral Design

The look of your Bang & Olufsen high-end Surround Sound System will match the pristine quality of its sound. With a clean and modern style that integrates seamlessly into BMW's interior design approach, the system has several of the classic design features that customers have come to expect from Bang & Olufsen systems.



The clean lines of the aluminium loudspeaker grilles match the design language of your BMW 5 Series interior. Unique design features include small tweeter grilles mounted on the inside of the wing mirrors of each front door and special mountings that separate grille from frame, giving the illusion that the grille is floating in mid-air.

The combination of light and sound is most impressive when you turn it on. In a process called Light Orchestration, a loudspeaker cover in the centre of the dashboard silently lifts to reveal the large acoustic lens while the embedded LED lights turn on simultaneously. When turned off, the acoustic lens closes seamlessly with the dashboard and further blends in to your vehicle's design.

The system's 'Perl Glanz' (Pearl Gloss) colour and large-diameter, perfectly aligned holes also integrate seamlessly into the interior of BMW 5 Series vehicles. For even more refinement, the Bang & Olufsen name has been laser engraved onto the surface of most grilles.

A framework for the future

The Bang & Olufsen high-end Surround Sound system for BMW 5 Series vehicles is a perfect match of clean and refined design and high-end technology. Bang & Olufsen's integration of proven technology and innovation results in a system that meets the high BMW standards that you have come to expect. This dynamic system is the continuation of an already successfully partnership between two industry-leading powerhouses: German auto manufacturer BMW and Bang & Olufsen.

