

*Translation*

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**Bang & Olufsen sound system in the new Audi Q5**

Bang & Olufsen's partnership with Audi is being extended to include the new Audi Q5. The model, a compact SUV, is now available with a Bang & Olufsen Sound System.

Audi Q5 will be unveiled to the public at the international Beijing Motor Show from 22-28 April, 2008. Concurrent with the launch, Audi and Bang & Olufsen will announce that Audi Q5 is available with an optional Bang & Olufsen Sound System. Head of Bang & Olufsen Automotive, Vice President Jens Peter Zinck, is delighted with the extended partnership.

- Our presence in yet another new Audi is important both in terms of our partnership with Audi and Bang & Olufsen's development, says Jens Peter Zinck, adding:
- This is an exciting new model: a medium class, luxury SUV in a segment that promises to perform well – in terms of car sales as well as a good "take rate" (i.e. the number of buyers who will opt for a Bang & Olufsen Sound System).

Bang & Olufsen expects that the availability of the Sound System in the Audi Q5 will make a positive contribution to developments over the next few years. It will not, however, change expectations for the current financial year where Bang & Olufsen Automotive is seeing a positive trend. Turnover for the first three quarters was DKK 81 million against DKK 52 million for the same period last year, i.e. an advance of 56 per cent.

Bang & Olufsen's sound systems for cars have rapidly gained a high reputation.

- Recently, Bang & Olufsen was named the number 1 brand in the Car-HiFi category by the respected magazine 'auto motor und sport's reader survey: Best Brand 2008, says Jens Peter Zinck.

As well as the new Audi Q5, Bang & Olufsen's sound systems are available for the following Audi models A8/S8, R8, Audi Q7, A5/S5 and A4.

**Peter Thostrup**  
Executive Vice President

For any further enquiries, please contact:  
Vice President, Automotive, Jens Peter Zinck, tel: +45 20 10 03 47.