

Bang & Olufsen significantly expands partnership with Audi

Bang & Olufsen has signed a new agreement with the German car manufacturer Audi which will significantly expand the two companies' co-operation.

Under the agreement, Bang & Olufsen will supply sound systems for a broad range of important Audi models. These new sound systems represent the next generation of the sound systems currently available for Audi A8/S8 and Audi Q7.

"Every addition to Bang & Olufsen's range for Audi is significant in terms of our partnership," says Vice President Jens Peter Zinck, head of Bang & Olufsen's Automotive Department. "Equally, it is important for the continuing development of Bang & Olufsen's car-fi business."

Introduction in 2010

Although no date for the introduction of the new systems for the Audi models has been set, the aim is to roll out the first sound system under the new agreement no later than 2010.

"The expansion of the Audi contract means that our sound systems will be available for a wide range of important Audi models," says Jens Peter Zinck. "We're obviously delighted about that."

Number one brand

The extended partnership does not change Bang & Olufsen's expectations for the current financial year.

Bang & Olufsen's sound systems have gained a considerable reputation within a short time. Earlier this year, the respected German magazine "auto motor und sport" named the company the number one brand in the Car-HiFi category in its readership survey "Best Brand 2008."

Peter Thostrup
Executive Vice President

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