



## **Bang & Olufsen is now available in the Mercedes-Benz GL-Class with the BeoSound AMG High-End Surround Sound System**

*Bang & Olufsen, the renowned Danish high-end audio visual manufacturer, introduces a new high-end in-car sound system for the Mercedes-Benz GL Class*

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Drivers that choose the Mercedes-Benz GL-Class luxury SUV have already made the decision that they will not settle for less than the very best. The Bang & Olufsen BeoSound AMG High-End Surround Sound System for the GL Class is the perfect complement to this elegant yet exuberant vehicle. The Bang & Olufsen BeoSound AMG audio system reflects the groundbreaking luxury and expressive detail of the Mercedes-Benz GL-Class while maintaining all of the functionality and finesse of previous BeoSound AMG High-End Surround Sound Systems.

"The graceful exterior lines and interior elegance of the Mercedes-Benz GL-Class reveal immediately that it is no ordinary SUV, and Bang & Olufsen is proud that we can now equip this landmark vehicle with an equally

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innovative audio system," said Jens Peter Zinck, Managing Director Bang & Olufsen Automotive.

### **Power and grace**

The Bang & Olufsen BeoSound AMG High-End Surround Sound System for the GL- Class brings world-class audio to the world's most refined and versatile SUV. With 14 fully active loudspeakers and 1200 watts of musical power being also generated by Bang & Olufsen's patented ICEpower amplifier technology, the system creates a listening experience that mirrors that found in the world's finest concert halls.

This pure power has been finely tuned by a team of Bang & Olufsen sound engineers, who spent hundreds of hours tweaking the system to make sure that every person in the car enjoys perfect sound, regardless of where they are sitting.

Of course, speakers cannot always be placed in optimum positions within a car's interior. Bang & Olufsen has answered that challenge through its proprietary Acoustic Lens Technology (ALT). Located on the inside bracket of each wing mirror, the system's two Acoustic Lenses are able to disperse sound horizontally across 180-degrees, improving the overall sense of space and realism for every passenger. The designers at Bang & Olufsen have been uncompromising in assuring that listeners immersed in the music in a Mercedes-Benz GL-Class vehicle hear every note, every nuance.



The system features Bang & Olufsen's Vehicle Noise Compensation (VNC) technology which employs cabin-mounted microphones that continuously gather information about interior and exterior noise levels and subtly make adjustments. This guarantees a consistent level of performance regardless of changing conditions like sudden acceleration, weather noise or changing road surfaces.

### **Uncompromising elegance**

Every Bang & Olufsen BeoSound AMG system is as visually pleasing as it is acoustically stunning.

The system's rich and clear sound is complimented by a design that perfectly integrates into the Mercedes GL Class's elegant and luxurious interior. Designed by acclaimed Bang & Olufsen designer David Lewis, the design draws on Bang & Olufsen's rich Danish design heritage.

The delicate hole pattern and anodised aluminium finish of the system's speakers blend naturally into the vehicle's interior. The two acoustic lenses feature integrated LED lighting highlighting the connection between Bang & Olufsen's standard-setting BeoLab 9 home audio loudspeakers and its in-car sound systems. The LED lighting shifts seamlessly between day and night mode and responds to changing lighting conditions inside the vehicle.

### **Seamless integration**

The Bang & Olufsen BeoSound AMG sound system for the Mercedes-Benz GL class is the perfect marriage of two brands with an unrelenting focus on excellence. The entire system reflects the superior quality that believers in both Mercedes-AMG and Bang & Olufsen have come to expect.

