

## **Bang & Olufsen in partnership with Mercedes-AMG**

### *Bang & Olufsen to supply sound systems for Mercedes-AMG*

Bang & Olufsen, the worldwide provider of exclusive, high quality audio and video products, has signed an agreement with Germany's Mercedes-AMG, the performance division of Mercedes-Benz Cars, for a unique sound system.

"Our new partnership with Mercedes-AMG is hugely important to us," says President & CEO Karl Kristian Hvidt Nielsen, Bang & Olufsen.

"Mercedes-AMG represents high performance and exclusivity. The same is true of Bang & Olufsen's in-car sound systems. Jointly, we are therefore able to meet Mercedes-AMG customers' expectations to sound systems," says Volker Mornhinweg, Chairman of the Management Board at Mercedes-AMG.

"The agreement means that Bang & Olufsen will now be able to further utilize the expertise and processes we have built up in order to meet the requirements of the automotive industry," says Karl Kristian Hvidt Nielsen. "Of course, Mercedes-AMG is also an interesting partner for Bang & Olufsen because Mercedes-AMG cars are sold across the world."

The agreement with Mercedes-AMG does not affect 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 Bang & Olufsen the number one brand in the Car-HiFi category in its readership survey "Best Brand 2008."

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