



Bang & Olufsen launches new sound system for Mercedes-Benz SLS AMG Roadster

The perfect synergy of high-end Bang & Olufsen audio excellence and Mercedes-AMG sporting heritage has been reborn with the launch of the Bang & Olufsen BeoSound AMG sound system for the SLS AMG Roadster.

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Building on heritage

The new Bang & Olufsen BeoSound AMG sound system for the SLS AMG Roadster is the most recent evolution of the company's highly acclaimed sound system. Based on the BeoSound AMG sound system launched in 2009 for the coupe variant of the SLS AMG, the new system has been adapted to deliver the same level of refinement and performance in a car that is inherently quite different from that of its predecessor.

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Improved low frequency performance

While the new sound system retains the 11 active-speakers from the Coupe, including twin dash-mounted illuminated tweeters featuring Bang & Olufsen's patented Acoustic Lens Technology, it features an entirely new subwoofer design developed in close partnership between the two companies. Instead of being mounted on the parcel shelf, as with the Coupe, the two subwoofers are now mounted directly onto the crossmember located behind the passenger seats. As well as stiffening the car to optimise handling the hollow yet ultra-stiff crossmember resonates the low 30–60 Hz frequencies generated by the subwoofers with even greater control than the closed-box design of the Coupe. Foam insertion has also been used to close off holes in the loudspeaker casing.

Fine-tuning the sound

The process of adapting the sound experience to match the acoustics of the SLS AMG cabin required around 400 hours of intense testing and retesting by a team of skilled sound engineers. And for the SLS AMG Roadster, when this process was complete it started all over again, as the acoustics needed to be retuned to suit the acoustics of the car when the fabric soft top is down.

Updated interior design

Inside the cabin, the new BeoSound AMG sound system continues to complement the Roadster's purposeful, aviation-inspired design of its forerunner. The only discernable difference is the revised subwoofer grille between the passenger seats. The new solid aluminium grille continues the 'sound wave' hole pattern design, which emanates like water ripples from the grille's upper corners.



Enhanced technology

Under the skin, the Bang & Olufsen BeoSound AMG sound system for the SLS AMG Roadster adopts the same technology as the hard-top variant, including Bang & Olufsen's proprietary True Image™ algorithm for upmixing stereo and 5.1 signals to astounding 7.1 channel surround sound, 15-channel DSP and patented 5-channel ICEpower amplification. The new system also employs the intelligent Vehicle Noise Compensation technology, but for the Roadster, an additional sensor detects when the soft top is raised or lowered and transmits a signal to the DSP to adjust the sound profile accordingly.

**A solid partnership**

The new Bang & Olufsen BeoSound AMG sound system for the SLS AMG Roadster is yet another example of what can be achieved when expertise, craftsmanship and a common goal combine to exceptional effect. The new sound system once again matches the charisma and sporting prowess of Mercedes-Benz's super sports car and delivers a sound experience that is beyond compare.

Specifications

DSP amplifier driven loudspeakers

1 Center speaker on dashboard 50 Watt, 90mm

2 Tweeter on dashboard (Acoustic Lense Technology) 50 Watt, 19 mm

2 Surround midrange behind the seats 50 Watt, 80 mm

ICEpower amplifier driven loudspeakers
2 Woofer in lower A-pillar 125 Watt, 165 mm
2 Midrange in doors next to door handle 125 Watt, 100 mm
2 Subwoofer between the seats together 250 Watt, 165 mm

For more information please contact:

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***Bang & Olufsen** was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.*

Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit www.bang-olufsen.com.

***Bang & Olufsen Automotive** offers its partners car audio systems with unprecedented sound quality and listening pleasure for the driver and passengers. In addition to the company's traditional craft skills within manufacturing and aluminium finishing, the systems incorporate the radical synthesis of emotional appeal and technological performance that has long been the hallmark of Bang & Olufsen.*

Bang & Olufsen Automotive launched its first car audio system in 2005, and will continue to innovate and refine together with its partners within the automotive industry.

*Images are available free of charge from the **Bang & Olufsen media centre**:
<http://mediacenter.bang-olufsen.dk>.*

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