



Bang & Olufsen's new high-end Surround Sound system to feature in BMW's latest creation – the 6 Series Gran Coupe

Introducing the Bang & Olufsen high-end Surround Sound system for the BMW 6 Series Gran Coupe – yet another superb in-car sound system developed by Bang & Olufsen for eminent car manufacturer, BMW.

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The Bang & Olufsen high-end Surround Sound system for the 6 Series Gran Coupe continues the exciting partnership between Bang & Olufsen and BMW. The 6 Series Gran Coupé is a new dawn for BMW and Bang & Olufsen has produced a sound experience to match.

"We're very excited about launching the new sound system for the 6 Series Gran Coupe especially after the very successful market introductions of the Bang & Olufsen sound systems for the 6 Series Coupe and the 6 Series Convertible. We really take great pride in delivering yet another state-of-the-art sound system for our partner BMW and we are confident that many customers of the 6 Series Gran Coupe will choose and love the way the new

BANG & OLUFSEN

Bang & Olufsen high-end Surround Sound system enhances their experience with the new 4-door version of BMW's 6 Series," says Jens Peter Zinck, Managing Director of Bang & Olufsen's Automotive division.

Design fusion

The 6 Series Gran Coupe unites two premium-sector manufacturers renowned for their style. Bang & Olufsen has seamlessly integrated its high-end Surround Sound system into BMW's interior design. Bang & Olufsen's clean, yet edgy style, features a number of subtle elements, which will be appreciated by discerning customers.

In a first for Bang & Olufsen, the new model features a curved parcel shelf loudspeaker grille. Plus the sound system also includes characteristic Floating Frame solid aluminium grilles. The mountings separate grille from frame to create the illusion that the grille is floating in mid-air. This open space is used to produce one of the more discrete features of the design: When the system is activated, small LEDs hidden inside the frames light up to highlight the loudspeakers – an effect you must experience for yourself!

Perhaps the most impressive demonstration of light and sound occurs when the system is initiated. When this happens, a loudspeaker grille in the centre of the dashboard silently lifts to reveal the large acoustic lens, while the concealed LED lights switch on in perfect harmony – we call this *orchestration*.

Sumptuous sound meets top-line technology

Upon entering the 6 Series Gran Coupe, you will be immersed in a fertile listening environment. 16 active loudspeakers powered by 1,200 watts of power will provide audio indulgence. The Bang & Olufsen high-end Surround Sound system utilizes seven tweeters, each paired with a mid-range loudspeaker, to deliver a homogeneous sound experience, while the two potent subwoofers located under the front seats are mounted directly to the body of the car. This BMW-patented design eliminates superfluous vibration to produce an even cleaner sound.

Bang & Olufsen's latest in audio technology secures a premium listening experience from the sound system's generous power. Dynamic Sound Optimisation plays a key role by automatically adjusting the volume level depending on external noise generated by anything from rain to changing road surfaces. This, combined with Acoustic Lens Technology, will produce an unrivalled car audio result. This Bang & Olufsen invention distributes sound horizontally with 180° of dispersion to give the best possible acoustic experience anywhere in front of the speaker.

Two unique sound modes add to the listening experience. Studio Mode produces a wonderfully vibrant sound stage, while the Expanded Mode gives the impression of a much larger space.

Enduring excellence

BMW and Bang & Olufsen's partnership is based on matching principles and ambitions. Both brands combine an unrelenting quest for technical excellence with an uncompromising commitment to quality and style, and have the courage to go beyond the ordinary. The Bang & Olufsen high-end Surround Sound system for the 6 Series Gran Coupe is yet another example of this harmonious relationship.

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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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