



The Bang & Olufsen Sound Systems for the all-new Audi range – where power meets power

Introducing the Bang & Olufsen Advanced Sound System Audi S6, S7 & S8, and Bang & Olufsen Sound System Audi A5 – the latest incarnation of Bang & Olufsen's highly acclaimed in-car audio systems. Both systems will be on display during the official presentation of Audi's latest range of cars at Frankfurt Motor Show 2011.

Struer, September 2011

At the Frankfurt Motor Show 2011, Audi will be holding the first official presentation of its latest range of premium cars. Among these will be the Audi S6, S7, S8 and A5 models, each of which will feature one of Bang & Olufsen's acclaimed in-car sound systems. The S6, S7 and S8 models will

BANG & OLUFSEN

offer the Bang & Olufsen Advanced Sound System, while Audi's A5 will incorporate the Bang & Olufsen Sound System.

Continuity for success

Building on past success, Audi's new S6, S7 and S8 models feature Bang & Olufsen's Advanced Sound System from the respective A6, A7 and A8 models, while the new A5 adopts the system used in the current A5 model. By taking this step, Bang & Olufsen is implementing established, proven systems and delivering design continuity across the A and S series of Audi cars.

Timeless design

Every Bang & Olufsen sound system is a seamless reflection of the car for which it has been designed – never more so than with Audi's new range of cars. The sporting elegance of the S6, S7 and S8 models, with their muscular, flowing exterior lines and luxuriously appointed interiors are complemented by the timeless, organic loudspeaker grilles of the Bang & Olufsen Advanced Sound System. Bang & Olufsen's elegant acoustic lenses, which distribute sound horizontally with 180° of dispersion to produce an incredibly wide and realistic soundstage, are also on hand to add to the sense of luxury. This matching design ethos continues with the new A5, where unique aluminium rings integrated into the loudspeaker grilles echo the stylish and sporting interior.

Power meets power

As with all cars for which they are designed, Bang & Olufsen in-car sound systems are endowed with class-leading levels of power. With more than 500 watts of amplification and an array of 14 speakers, the Bang & Olufsen Sound System Audi A5 is more than adequately appointed. And with over 1,300 watts delivered by the ICEpower® and Digital Signal Processing (DSP) amplifiers, the S6, S7 and S8 Advanced Sound Systems have more than enough power to produce a true concert-hall performance at any speed...just as well, given the astonishing levels of horsepower on tap.

Technology on hand

Both the Bang & Olufsen Sound System and the Advanced Sound System feature a wealth of Bang & Olufsen technology. The Advanced Sound System, for example, includes Bang & Olufsen's patented ICEpower amplification, which combines high energy efficiency, ultra compact design and superior sound in a package that is the perfect solution to the physical constraints of a car's interior. Another technology, Digital Signal Processing (DSP), employs a suite of technologies to deliver a consistently high level of sound performance, including vehicle noise compensation, which uses a microphone integrated into the ceiling of the cockpit to measure changing noise conditions and automatically adapt the volume and timbre produced by the sound system accordingly. The DSP also incorporates Bang & Olufsen's proprietary True-Image™ up-mix algorithm, which ensures a breath-taking cinematic experience by distributing stereo and 5.1 channel sources to every loudspeaker throughout the cabin.

A proven partnership

Audi's new range of cars, featuring Bang & Olufsen's premium in-car surround systems, is just the latest example of the successful partnership between the global brands; a partnership that both parties intend to continue into the future.

Specifications**Audi S8:**

19 fully active loudspeakers:

- * 2 x 19 mm soft dome tweeters in motorized acoustic lenses
- * 5 x 25 mm soft dome tweeters
- * 7 x 100 mm midranges (closed cabinet, fiber glass cone, ABS basket)
- * 4 x 165 mm woofers (closed cabinet, air dried paper cone, cast aluminum basket)
- * 1 x 200 mm subwoofer (closed cabinet, air dried paper cone, cast aluminum basket)

1,348 watts at 1% distortion level (equals 1,460 watts at the usual 10% automotive distortion specification)

DSP (Digital Signal Processing) Amplifier:

* True-Image™: Proprietary Bang & Olufsen up-mix algorithm for stereo and 5.1 multichannel material

Volume leveling dependant on noise, speed and climate control setting

ICEpower Amplifier

4 sound settings: Front, Rear, All and Movie

Capable of Stop/Start functionality

Audi S6 and Audi S7

15 fully active loudspeakers:

* 2 x 19 mm soft dome tweeters in motorized acoustic lenses

* 3 x 25 mm soft dome tweeters

* 3 x 100 mm midranges (closed cabinet, fiber glass cone, ABS basket)

* 4 x 165 mm woofers (closed cabinet, air dried paper cone, cast aluminium basket)

* 1 x 200 mm subwoofer (closed cabinet, air dried paper cone, cast aluminium basket)

Only S6: * 2x 80 mm midranges

Only S7: * 2x 100 mm midranges (closed cabinet, fiber glass cone, ABS basket)

Over 1,330 watts at 1% distortion level

DSP (Digital Signal Processing) Amplifier:

* True-Image™: Proprietary Bang & Olufsen up-mix algorithm for stereo and 5.1 multichannel material

* Volume levelling dependant on noise, speed and climate control setting

ICEpower® Amplifier

4 sound settings: Front, Rear, All and Movie

Capable of Stop/Start functionality

Audi A5

14 loudspeakers:

- * 2 x 25 mm soft dome tweeters (front)
- * 1 x 70 mm midrange (front)
- * 2 x 80 mm midrange (front)

- * 2 x 200 mm woofer (front door)
- * 2 x 25 mm tweeter (rear)
- * 2 x 168 mm mid-woofer (rear)
- * 2 x 80 mm fullrange (parcel shelf)
- * 1 x 200 mm subwoofer (parcel shelf)

505 watts at 1% distortion level

10-channel DSP (Digital Signal Processing) Amplifier:

- * True-Image™: Proprietary Bang & Olufsen up-mix algorithm for stereo and 5.1 multichannel material
- * Volume levelling dependant on noise, speed and climate control setting

For more information please contact:

Corporate Communication

Bang & Olufsen a/s

Phone: +45 96 84 51 00

Fax: +45 96 84 50 33

***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>.

If you are a first-time visitor, please follow the instructions and register as a new user.