



## **Bang & Olufsen delivers sound for the new Aston Martin Vanquish**

*Bang & Olufsen has designed an all-new soundscape for the Aston Martin Vanquish, the latest top-of-the-line model from luxury British sports car company Aston Martin. The new Bang & Olufsen BeoSound Vanquish system has been specially engineered to keep pace with every turn drivers put the high-end sports car through – and still immerse them in concert hall quality musical experiences.*

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With thirteen active speakers, a fine-tuned sound algorithm and more than 1000 watts of intelligent power, there is nothing standard about Bang & Olufsen BeoSound Vanquish. But then the new Aston Martin Vanquish, for which this audio system has been custom-designed as “standard equipment”, is not your average car.

Bang & Olufsen’s acoustic engineers started with the very latest array of their premium speaker units and ICEpower amplifiers. Then they put them through a rigorous workout to reduce weight and increase efficiency – both key parameters for a high-performance sports car such as the Vanquish. Among other things, this meant recasting the powerful amp in magnesium and developing a new “Intelligent Power Management” function that puts

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the amplifier into high-performance mode as required, while maintaining the system's overall high efficiency and sound quality.

But the real work – and the practical magic – was only achieved after Bang & Olufsen's team of audio engineers spent more than 400 hours fine-tuning the sound system on location in what must be one of the world's most luxurious workplaces: the new Vanquish's opulent interior.

The luxury sports car's occupants get their first hint that something extraordinary is about to happen when they are met by two proprietary Acoustic Lenses, elegantly rising from the dashboard as the system is turned on. While they can spot some of the remaining eleven speakers, tastefully tucked away behind the owner's choice of aluminium grills in Black Basalt or Iridium colours, others, including the Long Stroke sub-woofer, are out of sight. But definitely not out of the minds of Bang & Olufsen's acoustic designers.

The outstanding sound can be enjoyed in a number of ways, in keeping with Aston Martin's driving philosophy and Bang & Olufsen's approach to custom sound. The "Sound Focus" function detects whether the driver has a passenger along – and automatically adjusts speakers and controls to optimize the listening experience for one or two passengers. The "Automatic Volume Control" function uses a hidden microphone to detect sound input from the engine and ventilation system, and then adjusts the sound system accordingly. Of course, both functions can be controlled or overridden on command – as can bass and treble levels, balance, fader and surround settings.

Aston Martin CEO, Dr Ulrich Bez, sees the new Bang & Olufsen BeoSound Vanquish as the natural acoustic companion to the Aston Martin driving experience. He said: "We know that Aston Martin owners love to use their automobiles in different ways. Sometimes they go for a true sports car ride, and the unmistakable sound of a powerful Aston Martin V12 engine is all the music they need. But these same owners also drive to work and go for a cruise in the country – and expect their audio system to deliver the very finest sound experience that technology can provide. With the BeoSound Vanquish system, we're confident that Aston Martin Vanquish owners will have the best of both worlds – as they deserve."

Cooperation between Bang & Olufsen and Aston Martin began in 2008, when the Aston Martin DBS featured a custom-designed Bang & Olufsen system. The BeoSound Vanquish system builds on the success of this collaboration and is even lighter, more powerful and better sounding.

Production of the Aston Martin Vanquish will begin later this year.

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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](http://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.*

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