



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

*Sophistication and raw power is key characteristics of the new Aston Martin Vanquish Volante, the ultimate Grand Tourer from luxury British sports car company Aston Martin. The Bang & Olufsen BeoSound Vanquish system, immerse the occupants in concert hall quality musical experiences, and seamlessly adjusts itself also to the thrills of open top driving.*

Struer, June 2013

The Aston Martin Vanquish Volante is the top model in the Aston Martin portfolio, and includes the Bang & Olufsen BeoSound Vanquish system as standard fitment. With thirteen active speakers, a fine-tuned sound algorithm, unique visual appearance and more than 1000 watts of power, the system enhances the new model – both with regards to sophistication and raw power.

Building on the acclaimed system engineered for the Aston Martin Vanquish, the Bang & Olufsen engineers focused on the additional challenges given by open top driving, aiming at ensuring the best possible sound performance, also with the roof down and at very high speeds.

The sound system automatically detects if the roof is up or down, and with additional information from engine management, the climate control management and a microphone, the system can automatically adjust itself to different conditions and speeds.

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 Volante's outstanding 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.

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 Volante 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 Volante will begin later this year.

**For more information please contact:**

Corporate Communication  
Bang & Olufsen a/s  
Tel: +45 96 84 51 00

**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.

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.