



## Audi A6 Avant to feature Bang & Olufsen Advanced Sound System

*The Bang & Olufsen Advanced Sound System for the Audi A6 is now available in the new seventh-generation Audi A6 Avant. Already enjoyed by A7 and A8 drivers, the Bang & Olufsen Advanced Sound System offers clear, perfectly reproduced sound for this exciting trendsetter in the business class.*

Struer, June 2011

Seamlessly integrated into the interior design of the trendsetting Audi A6 Avant, the flowing petal-and-leaf shaped loudspeaker grilles of the Bang & Olufsen Advanced Sound System make an understated, yet visible impact on the car's interior design. Polished to a clear finish, the platinum-coloured anodised aluminium grilles demonstrate the level of craftsmanship and detail Bang & Olufsen engineers have become renowned for.

BANG & OLUFSEN

**Finely tailored sound and design**

The two dashboard-mounted acoustic lenses provide the final touch as they magically appear when the system is activated. Featuring Acoustic Lens Technology, which disperses high frequency sound horizontally throughout the cabin, the tweeter units create a sense of space and realism, and represent the Bang & Olufsen design language that runs through all variants of the Advanced Sound System.

In order to create the best possible sound experience for passengers of the new Audi A6 Avant, Bang & Olufsen sound engineers took great care in crafting the sound system's loudspeakers. For example, each woofer and midrange loudspeaker in the front doors is constructed of a single, closed unit, which prevents air and vibration from being lost outside the car and away from listeners sitting in the cabin. This technology also allows each loudspeaker to operate independently, creating the spacious and precise sound that Bang & Olufsen car audio systems stand for.

**Business-class power**

1,330 watts of pure audio power envelopes occupants of this trendsetting business class car in crystal clear, concert hall quality sound. Powered, almost exclusively, by the compact and highly efficient ICEpower® amplifier, performance of each of the 15 loudspeakers is handled by the brains of the system, the Digital Signal Processor (DSP), which governs all equalisation, audio mixing and the various sound modes.

A team of Bang & Olufsen sound engineers worked closely together with Audi for over 300 hours to meticulously fine tune the sound experience of the Bang & Olufsen Advanced Sound System to the unique interior acoustics of the Audi A6 Avant. Such hard work has not gone unrewarded. Music is reproduced exactly as the artist intended, and videos and movies recreate a truly cinematic experience using the Movie Mode feature.

The Bang & Olufsen Advanced Sound System for the Audi A6 is one of the reasons Bang & Olufsen recently won its third reader nominated Best Brand award from the German car magazine *auto motor und sport*.

"The result of the vote shows that the Bang & Olufsen brand and our unique car sound systems are highly esteemed in the Automotive field," states Johannes Schüler, Head of International Bang & Olufsen Automotive Marketing & PR.

### **Specifications**

15 fully active loudspeakers:

- 2 x 19 mm soft dome tweeters in motorized acoustic lenses
- 3 x 25 mm soft dome tweeters
- 5 x 100 mm midranges (4 of 5 in closed cabinets, fibre 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)

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

### **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**

**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.