



The new Audi A3 Saloon with a Bang & Olufsen Sound System

Introducing the all-new Bang & Olufsen Sound System for the Audi A3 Saloon – bringing decades of audio expertise and research to a car that redefined expectations in the compact class.

Struer, March 2013

The presentation of the Audi A3 Saloon marks a step forward in Audi's relationship with Bang & Olufsen. This vehicle will feature a bespoke Bang & Olufsen Sound System that is set to raise the bar even further and become the landmark by which all car audio in the compact class is judged.

The Ultimate Listening Experience

Bang & Olufsen's sound engineers have employed the most sophisticated equipment available to create an unrivalled sound experience. To provide the best possible audio performance throughout the Audi A3 Saloon, the sound has been carefully tuned to take every aspect of the car's interior into consideration.

There are 14 fully active loudspeakers, with each powered by its own amplifier channel. This results in a clear and very precisely reproduced sound which allows you to locate every instrument in an orchestra or be with the vocalist as he lays down a track. In the Audi A3 Saloon, the subwoofer and the surround speakers have been placed in the parcel shelf, giving an enhanced audio experience that brings the driver and the passenger even closer to the heart of the music.

Three different sound settings allow the sound to be projected to the entire car or focused only in the front or the rear. This creates the ideal listening environment, no matter where you are seated.

BANG & OLUFSEN

The system has 705 watts of pure, crisp power, ideal for every genre of music from classical to rock.

With the MMI Navigation Plus the Audi A3 Saloon delivers stunning 5.1 Surround Sound to experience even more audio content and a greater sense of spaciousness.

Constantly Evolving Design

To achieve the perfect integration of the Bang & Olufsen Sound System in the car, Bang & Olufsen designers and sound engineers have been involved in the development of the Audi A3 Saloon audio system from the very beginning.



The flowing contours of the loudspeakers grilles in each of the car's doors are highlighted with an anodized platinum-coloured aluminium trim. This is slightly darker than natural aluminium and seamlessly matches the interior. The front door grilles also feature a thin, LED powered white light which subtly separates the aluminium trim from the grilles. This subtle and yet powerful finishing touch further accentuates the design language of the sound system and of a vehicle which is truly distinctive.

"The launch of the new Audi A3 Saloon with the Bang & Olufsen Sound System is yet another result of the successful collaboration between Audi and Bang & Olufsen with a system that delivers an excellent sound experience unparalleled in this segment," said Jens Peter Zinck, Managing Director Bang & Olufsen Automotive.

Specifications

Audi A3 Saloon

14 fully active loudspeakers:

- 3-way-setup front doors
- 2-way-setup back doors
- 2 surround
- 1 centre
- 1 subwoofer

705 watts of power

GALA plus: compensates for vehicle noise by using a microphone in the ceiling of the cockpit that responds to changing conditions, automatically adjusting volume and timbre.

Sound settings: front, rear and all

For more information please contact:

Corporate Communication

Bang & Olufsen a/s

Phone: +45 96 84 50 35

***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.