



Bang & Olufsen is now available in the Mercedes-Benz CLS Shooting Brake with the BeoSound AMG High-End Sound System

Bang & Olufsen, the renowned Danish high-end audio visual manufacturer, introduces a new high-end in-car sound system for the Mercedes-Benz CLS Shooting Brake

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Groundbreaking. Impeccable. Iconic. Since its introduction, the Mercedes-Benz CLS coupe has been recognized as a true work of automotive art. The CLS Shooting Brake continues that tradition. The Bang & Olufsen BeoSound AMG High-End Sound System for the CLS Shooting Brake is the natural stylistic compliment to this iconic yet avant-garde vehicle. The Bang & Olufsen BeoSound AMG audio system reflects the passion and style of the CLS Shooting Brake while maintaining all of the functionality and finesse of previous BeoSound AMG High-End Sound Systems.

BANG & OLUFSEN

"The iconic, low-slung look of the Mercedes Shooting Brake speaks to tradition. At the same time, the innovations found in this revolutionary model appeal to those looking to set themselves apart from the mainstream. The designers at Bang & Olufsen have developed an audio system for this vehicle that delivers world-class sound while maintaining every aspect of the CLS Shooting Brake's artful aesthetics," said Jens Peter Zinck, Managing Director Bang & Olufsen Automotive.

Intelligent extravagance

The interior of the Mercedes-Benz CLS Shooting Brake is a combination of elegance, innovative design and attention to detail, a description that perfectly reflects the Bang & Olufsen BeoSound AMG system.

The system integrates seamlessly into the CLS Shooting Brake's exclusive interior. Designed by acclaimed Bang & Olufsen designer David Lewis, the design draws on Bang & Olufsen's rich Danish design heritage.

The delicate hole pattern and anodised aluminium finish of the system's grills are a perfect match for the craftsmanship and technology found inside the CLS Shooting Brake. The system's two acoustic lenses feature integrated LED lighting highlighting the connection between Bang & Olufsen's standard-setting BeoLab 9 home audio loudspeakers and its in-car sound systems. The LED lighting shifts seamlessly between day and night mode and responds to changing lighting conditions outside the vehicle.

Clear and inspirational sound

The visual perfection of the Bang & Olufsen BeoSound AMG High-End Sound System for the Shooting Brake is more than matched by its world-class audio performance.

With 14 fully active loudspeakers and 1200 watts of musical power being also generated by Bang & Olufsen's patented ICEpower amplifier technology, the system creates a listening experience that mirrors that found in the world's finest concert halls.

This pure power has been finely tuned by a team of Bang & Olufsen sound engineers, who spent hundreds of hours tweaking the system to make sure that every person in the car enjoys perfect sound, regardless of where they are sitting.

The best seat in the house

Of course, speakers cannot always be placed in optimum positions within a car's interior. Bang & Olufsen has answered that challenge through its proprietary Acoustic Lens Technology (ALT).

Located on the inside bracket of each wing mirror, the system's two Acoustic Lenses are able to disperse sound horizontally across 180-degrees, improving the overall sense of space and realism for every passenger, regardless of where they sit.

The designers at Bang & Olufsen have been uncompromising in assuring that listeners immersed in the music in a Mercedes-Benz CLS Shooting Brake hear every note, every nuance.

The system features Bang & Olufsen's Vehicle Noise Compensation (VNC) technology which employs cabin-mounted microphones that continuously gather information about interior and exterior noise levels and subtly make adjustments. This guarantees a consistent level of performance regardless of changing conditions like sudden acceleration, weather noise or changing road surfaces.

Icons together

The Bang & Olufsen BeoSound AMG sound system for the Mercedes-Benz CLS Shooting Brake is the perfect marriage of brands with an unrelenting focus on excellence. The entire system reflects the superior quality that believers in both Mercedes-Benz and Bang & Olufsen have come to expect.

Technical specifications

14 fully active loudspeakers:

- * 2 x 19 mm tweeters – acoustic lenses with built in lighting (front) * 1 x 80 mm centre midrange (front centre)
- * 2 x 80 mm midranges (front door)
- * 2 x 165 mm woofers (front door)
- * 2 x 25 mm tweeters (rear door) * 2 x 165 mm woofers (rear door) * 2 x 80 mm surround (rear)

* 1 x 200 mm subwoofers (rear)

1200 watts at 1% distortion level

14-channel DSP (Digital Signal Processing) Amplifier:

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

* Vehicle Noise Compensation (VNC): Volume levelling dependant on noise, speed and climate control setting

5-channel ICEpower® Amplifier

For more information please contact:

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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.

***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>.*

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