



Bang & Olufsen is now available in the Mercedes-Benz M-Class 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 M-Class.

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Since its inception, the Mercedes-Benz M-Class has been redefining what an SUV can be, and now the Bang & Olufsen BeoSound AMG High-End Sound System for the M-Class is redefining car audio in a sports vehicle. The Bang & Olufsen BeoSound AMG for the M-Class captures both the power and the grace of the Mercedes-Benz M-Class while maintaining the functionality and finesse of previous BeoSound AMG High-End Sound Systems. Bang & Olufsen will be available in the whole model line-up.

BANG & OLUFSEN

"Bang & Olufsen is excited to be once again working with Mercedes-Benz to change the way people listen to music in their vehicles. This system meets the quality standards of both of our premium brands. Our engineers develop each system to integrate seamlessly with every Mercedes-Benz model, setting new audio standards that deliver the ultimate in sensory pleasure," said Jens Peter Zinck, Managing Director Bang & Olufsen Automotive.

Grace and guts

The Bang & Olufsen BeoSound AMG High-End Sound System blends the grace and finesse expected in a Mercedes with the power and substance of a hard-working SUV. With 14 fully active loudspeakers and 1200 watts of musical power also coming from the Bang & Olufsen patented ICEpower amplifier technology, the system creates a listening environment 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 experience is so pleasing and so inspiring that it actually makes day-to-day driving something to look forward to.

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. The designers at Bang & Olufsen have been uncompromising in assuring that listeners immersed in the music in a Mercedes-Benz M-Class are never taken out of the experience.



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, noisy children or changing road surfaces.

Music for the eyes

Every Bang & Olufsen BeoSound AMG system is as visually pleasing as it is acoustically stunning.

The system's rich and clear sound is complimented by a design that perfectly integrates into the Mercedes M-Class's sophisticated yet fun 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 speakers blend naturally into the vehicle's interior. The 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 inside the vehicle.

Perfect Partners

The Bang & Olufsen BeoSound AMG sound system for the M-Class is a living example of the kind of quality that can be achieved when brands that are driven by excellence unite. The entire system reflects the superior quality that believers in both Mercedes-AMG 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 100 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 100 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:

Corporate Information

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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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