



Top 20 of the UK's most wanted brands

Bang & Olufsen has climbed 20 places up the Superbrands' league table for the most wanted brands in the UK, after being voted above global brand giants such as Facebook, Microsoft and Nike.

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Bang & Olufsen has broken into the top 20 most wanted brands, according to the 2012 Consumer Superbrands survey, powered by The Centre of Brand Analysis.

This is a significant increase from placing 40th in 2011. Bang & Olufsen is joined by Apple, the only other technology brand to position in the top 20, which took 18th place.

During the voting process, participants judged the short-listed brands against three criteria: distinction, quality and reliability. They were also asked to remember that the definition of a Superbrand is one that '...has established the finest reputation in its field. It offers customers significant emotional and / or tangible advantages over its competitors, which customers want and recognize.'

Superbrands commissions independent research to identify the UK's strongest brands. The results are based on the views of business professionals, marketing experts and more than 2,000 consumers.

BANG & OLUFSEN

Top 20 Brands

1. ROLEX
2. COCA-COLA
3. GOOGLE
4. MERCEDES-BENZ 4
5. BBC
6. BMW
7. DURACELL
8. DULUX
9. JAGUAR
10. ROYAL DOULTON
11. WEDGWOOD
12. ROYAL ALBERT HALL
13. JOHN LEWIS
14. MICHELIN
15. HILTON
16. DYSON
17. MARKS & SPENCER
18. APPLE
19. GUINNESS
20. BANG & OLUFSEN

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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.

*Images are available free of charge from the **Bang & Olufsen media centre:***

<http://mediacenter.bang-olufsen.dk>.

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