

Bang & Olufsen
Press release
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Bang & Olufsen and Lamborghini team up in roaring new collaboration

Bang & Olufsen adds an acoustic element to the new Lamborghini Urus Super SUV, with a specially developed, surround sound in-car entertainment system to be offered as an option on the new car.

“Lamborghini is among the most highly regarded sports cars in the world with a strong heritage of design, performance, luxury and innovation. These are values shared by Bang & Olufsen, and we see this as a perfect match,” says Henrik Clausen, CEO at Bang & Olufsen.

The first Lamborghini model to feature Bang & Olufsen sound, the Urus creates a new benchmark in the SUV segment. The Bang & Olufsen Sound System is definitely not an average car audio: an exclusive silk matte top finish with sparkling highlights reflect the system’s extreme precision manufacture. The powerful sound system features 21-channel 1,700-watt BeoCore Class-D Amplifier, scalable Digital Signal Processing (DSP), ICEpower® technology, and 21 loudspeakers for superb, authentic sound. Produced through close collaboration between Lamborghini, Fraunhofer IIS, and HARMAN, the system creates an immersive, natural 3D sound experience.

Deliveries of the Lamborghini Urus commence in spring 2018, with its first public unveiling on December 4 at Lamborghini’s headquarters in Sant’Agata Bolognese, Italy.