



## Bang & Olufsen and Bentley join forces

***Bang & Olufsen will be collaborating with Bentley Motors to provide an audio system for the new Bentley Continental GT.***

Struer, Denmark, September 1<sup>st</sup>, 2017

Bentley Motors and HARMAN have announced that the new Bentley Continental GT will feature an exclusive audio system from Bang & Olufsen.

Bang & Olufsen's CEO, Henrik Clausen is very pleased to join forces with Bentley Motors in a collaboration that marks the coming together of two innovative companies with a long-held tradition for craftsmanship, powerful performance and the usage of luxurious, genuine materials.

"We are delighted with this new collaboration. Bang & Olufsen and Bentley share a long-standing tradition for crafting beautiful, high-quality and technologically advanced products based on our proud heritage – and we are excited to deliver an exquisite sound experience in an unparalleled design for this beautiful car," says Henrik Clausen.

The collaboration of Bentley Motors and Bang & Olufsen is a partnership between two brands aiming for perfection and the constant elevation of their products to the next level. Both brands are leading in their segment and stand for the highest quality and a special attention to the smallest details.

**BANG & OLUFSEN**

Bang & Olufsen's new audio system for Bentley has therefore been developed for seamless integration into the elegant interior of the Bentley Continental GT, with a design that matches the uncompromising commitment to quality of the Bentley interior. Acoustically the audio system is also a perfect fit to the Continental GT, providing both driver and passengers with a true Bang & Olufsen audio experience.

The 1,500 watt audio system with 16 active speakers is set to debut when the new Continental GT arrives.



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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](http://www.bang-olufsen.com). Images are available free of charge from the **Bang & Olufsen media centre**: <http://mediacenter.bang-olufsen.dk>.*