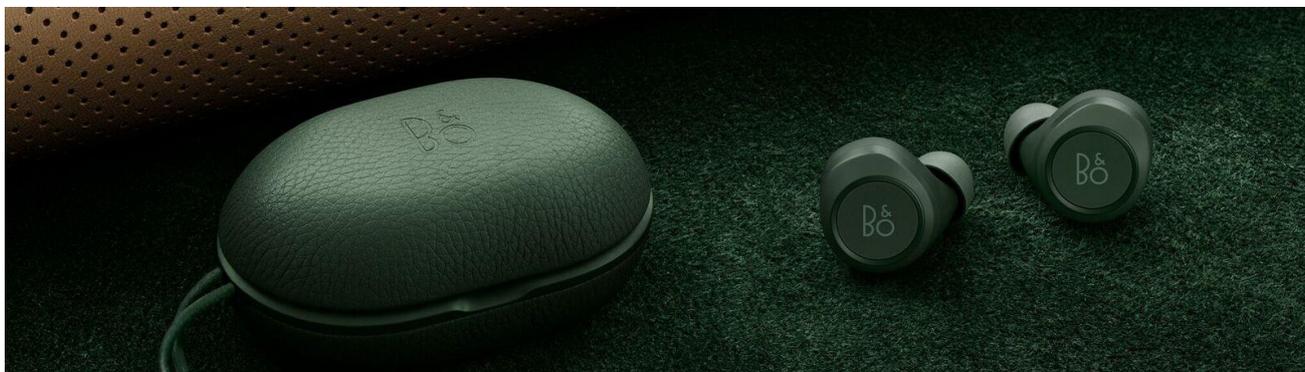




August 8, 2018

Bang & Olufsen embraces the colour of speed with the new Beoplay E8 Special Edition



Beoplay E8 Racing Green Special Edition will be available in limited quantities from August 8, 2018. More info at www.beoplay.com

Copenhagen, August 8 – Bang & Olufsen shifts gears with the new Beoplay E8 Special Edition by celebrating over a century of high speed, hairpin turns, and hair-raising excitement. The company has revealed its fourth product of the Special Edition Collection – Beoplay E8 Racing Green, designed to capture the emotion, the passion and the feeling of a historic colour famous for being fast.

With its deep, rich green shade, Beoplay E8 Racing Green is inspired by one of the most iconic colours in the car racing world, British Racing Green, a colour that has become synonymous with performance, cutting-edge technology and classic sports cars. Beoplay E8 Racing Green exudes simplicity, style and freedom by combining a true wireless experience and a design in premium materials.

Just as the car industry has traditionally been at the vanguard of innovation, Beoplay E8 Racing Green delivers industry-leading sound and a seamless listening experience on the move. The earphones combine Digital Sound Processing capabilities with superior Bang & Olufsen Signature Sound for a rich, full-bodied and precise soundstage that will leave your ears wanting more. Ergonomically engineered to fit comfortably into your ears, Beoplay E8 Racing Green comes in a premium, genuine leather case for charging on the go, with up to 12 hours of playtime.

The earphones feature an intuitive anodised-aluminium touch interface that will instantly get in you the driver's seat by offering effortless control over music, calls, voice commands and Transparency Mode activation. The Beoplay App for Android, iPhone and Apple Watch enables a personalized listening experience, including fine-tuning the tonality and sound staging through the ToneTouch feature, and matching the sound to different types of activities and situations.

Beoplay E8 Racing Green is part of the Special Edition Collection, a wider collection of Beoplay E8 colour variants, each with its own unique colour concept, and only available in very limited quantities.

Pricing and availability

Beoplay E8 Racing Green Special Edition is available at www.beoplay.com/e8specialedition, in selected Bang & Olufsen stores, as well as at selected retailers, starting August 8, 2018. The earphones come with a premium leather charging case, five eartips and a charging cable. Beoplay E8 Racing Green retails for EUR 299 / USD 299 / GBP 259.

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INFORMATION, SOCIAL CHANNELS AND IMAGES:

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ABOUT BANG & OLUFSEN

Bang & Olufsen is a global luxury lifestyle brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company.

The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship.

The company's innovative and progressive audio products are sold worldwide in Bang & Olufsen monobrand stores, online, and in multibrand stores. The company employs over 1,000 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NAS DAQ Copenhagen A/S.