BANG & OLUFSEN A/S 29 JUNE 2012

Bang & Olufsen BeoSound AMG in the new Mercedes-Benz CLS Shooting Brake

A new high-end custom-designed sound system from Bang & Olufsen is offered as optional extra in the new Mercedes-Benz CLS Shooting Brake.

The new Bang & Olufsen BeoSound AMG sound system has been developed in cooperation with the Daimler subsidiary Mercedes-AMG and will be available in the complete engine line-up.

Bang & Olufsen BeoSound AMG features 14 active loudspeakers and a compact and highly efficient Bang & Olufsen ICEpower amplifier providing the majority of the total output of 1,200 watts.

The market introduction of the new Mercedes-Benz CLS Shooting Brake is expected in September 2012.

The launch does not affect Bang & Olufsen's expectations for the current financial year.

Tue Mantoni President & CEO

Applications to this announcement to be made to:

Manager, Internal Communications Morten Juhl Madsen, tel: +45 9684 5035