

The new Aston Martin Rapide to include Bang & Olufsen in its list of equipment

Bang & Olufsen's partnership with Aston Martin is to be expanded to include the new 4-door Aston Martin Rapide.

On display for the first time at the Frankfurt Motorshow in September 2009, the new Aston Martin Rapide will be equipped with the Bang & Olufsen BeoSound Rapide sound system.

Bang & Olufsen BeoSound Rapide consists of 15 active speakers with two motorised, acoustic lenses which automatically emerge from the dashboard when activated. The system also ensures that all passengers receive the optimum sound experience in that it adjusts automatically to the number and position of passengers in the car.

Karl Kristian Hvidt Nielsen, President and CEO of Bang & Olufsen welcomes the expanded partnership between Aston Martin and Bang & Olufsen.

"The launch of Bang & Olufsen BeoSound Rapide highlights our leading position within dedicated, high-end sound systems for the motor industry," says Karl Kristian Hvidt Nielsen. Rapide, Aston Martin's new flagship model, is a perfect match for BeoSound Rapide's unique design and precise sound performance."

The expanded collaboration between Aston Martin and Bang & Olufsen does not affect Bang & Olufsen's expectations for the current financial year.

Karl Kristian Hvidt Nielsen
President & CEO