

Bang & Olufsen in partnership with BMW

Bang & Olufsen has signed a contract with German BMW, one of the world's leading manufacturers of Premium Automobiles, to develop first-class sound systems.

The agreement includes the development of first-class sound systems for a range of BMW vehicles over the coming years and supports Bang & Olufsen's growth ambitions within the Automotive business segment.

The first concrete result of this co-operation will be on display at the upcoming Paris Motor Show with the unveiling of the new Bang & Olufsen High-End Surround Sound System featured in the BMW 6 Series concept car.

The agreement with BMW is a natural step in Bang & Olufsen's efforts to continue the extension of the business segment.

- We are very enthusiastic about this co-operation. BMW and Bang & Olufsen share values with focus on design and performance, which has given both brands a unique position in the market within their respective areas, says President & CEO Karl Kristian Hvidt Nielsen.

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

Karl Kristian Hvidt Nielsen
President & CEO

Applications to this announcement to be made to:

President & CEO Karl Kristian Hvidt Nielsen, tel: +45 9684 5000