

Bang & Olufsen expands partnership with Audi

Continuing to build upon the close partnership that started in 2005, Audi and Bang & Olufsen have worked closely together to bring the latest generation of Bang & Olufsen's highly acclaimed Advanced Sound System to the Audi A7 Sportback.

The new Audi A7 Advanced Audio System has 15 loudspeakers and provides all the power needed to deliver 5.1 channels of natural sound.

The compact and highly efficient ICEpower amplifier provides 910 watts of effortless power to the subwoofer and the four woofers, and an additional 420 watts to the system's five tweeters and five midrange loudspeakers.

- The expansion of our partnership with AUDI, one of the strongest brands in the world, is very important to the continuing development of Bang & Olufsen's car audio business, says Karl Kristian Hvidt Nielsen.

The agreement 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:

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