

Bang & Olufsen launches high-end Surround Sound system for BMW 7 Series

The co-operation between BMW and Bang & Olufsen is expanded with the launch of the Bang & Olufsen high-end Surround Sound system for the BMW 7 Series model range.

The new Bang & Olufsen high-end Surround Sound system will be available as an option for both the short- and long-wheel-based BMW 7 Series models together with the life cycle impulse measures of the car from summer 2012.

The sound system consists of 16 fully active speakers and incorporates Bang & Olufsen's motorised Acoustic Lens Technology (ALT). It has a total output power of 1,200 watts and is visually highlighted using aluminium speaker grilles custom designed for the specific car models.

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:

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