

Bang & Olufsen expands the partnership with Mercedes-Benz

The co-operation between Bang & Olufsen and Mercedes-Benz is expanded with the launch of three new high-end custom-designed sound systems from Bang & Olufsen. The sound systems are offered as optional extra in the Mercedes-Benz E-Class, the Mercedes-Benz CLS, and the new Mercedes-Benz GL-Class.

The Bang & Olufsen BeoSound AMG sound systems have been developed in cooperation with the Daimler subsidiary Mercedes-AMG and will be available in the complete engine line-ups. Each sound system 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 Mercedes-Benz E-Class and the Mercedes-Benz CLS is expected in June 2012, and the market introduction of the new Mercedes-Benz GL-Class is expected in November 2012.

The launches do not affect Bang & Olufsen's expectations to the current financial year.

Tue Mantoni
President & CEO

Applications to this announcement to be made to:

Consultant, Corporate Communications Morten Juhl Madsen, tel: +45 9684 5035