

Bang & Olufsen a/s launches second generation Bang & Olufsen Advanced Sound System in new Audi A8

Bang & Olufsen presents the new generation of the highly acclaimed Bang & Olufsen Advanced Sound System which was first launched in the model year 2005 of the Audi A8. The new system surpasses previous achievements with superior sound performance, more power and a new design language.

Adding to the magnificent features of the first generation, the new Bang & Olufsen Advanced Sound System has five additional loudspeakers, a total of 19, each driven by its own discrete channel of digital signal processing and amplification. Thanks to the use of Bang & Olufsen's proprietary ICEpower technology the system produces a total amplifier power of 1,348 watts.

The new generation Bang & Olufsen Advanced Sound System offers improved sound both for passengers in the front- and rear-seats. For the front passengers, improved staging and imaging is enabled by the midrange speakers in the front doors, a two-channel centre speaker and the enhanced acoustic lenses. The rear seat sound performance is distinctly improved through the introduction of a three-way speaker system in each of the rear doors and a two way system on the parcel shelf.

The launch of the second generation Bang & Olufsen Advanced Sound System does not affect Bang & Olufsen's expectations for the current financial year.

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