

Bang & Olufsen Advanced Sound System (second-generation) in the new Audi A6

With the introduction of the Advanced Sound System (second-generation) in the new Audi A6, Bang & Olufsen's car-fi system is now available in a car segment that appeals to a new group of customers.

Bang & Olufsen's flagship car-fi system, which is already available in Audi A7 and Audi A8, is now offered as optional extra in the new Audi A6. The Bang & Olufsen Advanced Sound System for Audi A6 features 15 loudspeakers and a compact and highly efficient Bang & Olufsen ICEpower® amplifier providing the majority of the total output of 1330 watts.

The Bang & Olufsen Advanced Sound System for Audi A6 includes the Movie Mode feature which makes it possible to recreate a true cinematic experience when viewing video material.

The launch 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