

Bang & Olufsen launches high-end Surround Sound system for BMW 5 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 5 Series model range.

The new Bang & Olufsen sound system will be available as an option for the BMW 5 Series Limousine (including the long-wheel-based version for the Chinese market) as well as it will be available as an option for the Touring- and GT-versions, starting 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:

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