

Bang & Olufsen to launch sound systems for two Aston Martin models

A bespoke Bang & Olufsen sound system for the Aston Martin DBS is the first concrete result of the collaboration between the two world leading brands.

Nine months after announcing their strategic partnership, Aston Martin and Bang & Olufsen are launching the BeoSound DBS sound system developed exclusively for the Aston Martin DBS.

"We are proud to present the first unique result of our collaboration with Aston Martin. BeoSound DBS is a high-quality, high-fidelity system for a remarkable performance car. We have therefore achieved the vision of the strategic partnership which we initiated in December last year" said Karl Kristian Hvidt Nielsen, Bang & Olufsen President and CEO. "Following the launch of the BeoSound DBS system for the Aston Martin DBS, a bespoke sound system developed by Bang & Olufsen especially for the Aston Martin DB9 is scheduled to be launched at the beginning of 2009," the Chief Executive Officer added.

"The further strengthening of our partnership with Aston Martin, one of the strongest brands in the world, is very important to the continuing development of Bang & Olufsen's car audio business," stated Karl Kristian Hvidt Nielsen.

In recent years, Bang & Olufsen has been constantly strengthening its position as a world leader in quality-driven sound systems for high-end cars. Developing the first ever audiophile car audio systems, the Danish-based company has redefined car audio and set new standards for the in-car listening experience.

Karl Kristian Hvidt Nielsen
President & CEO

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