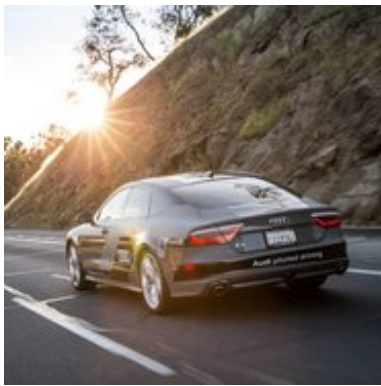


COMMERCE

Audi partners with Bang & Olufsen for A4's advanced audio system

July 6, 2015



Audi's autonomous Audi A7

By STAFF REPORTS

German automaker Audi is catering to tech-savvy consumers with an impressive new audio system in its latest A4 models.

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Danish audio and video brand Bang & Olufsen is collaborating with Audi to provide the optional 3D sound system that will offer an optimal listening experience for consumers. Partnering with Bang & Olufsen allows Audi to create a cutting-edge environment for drivers and passengers alike.

Audio integration

The Bang & Olufsen sound system will feature a collection of 19 individual speakers located throughout the Audi vehicle. Each speaker is seamlessly integrated into the interior design of the car with elegant and subtle grilles.

This collaboration comes just a few months after Bang & Olufsen announced a change in ownership. The Danish audio and video brand recently sold its automotive car audio business to global infotainment and audio group Harman International Industries.



Audi's latest A4 models can be fitted with the Bang & Olufsen speakers

Harman's acquisition, for which it paid about \$155.8 million, gives it an exclusive license for all Bang & Olufsen and B&O Play brands within the automotive sector. This deal provides Bang & Olufsen's automotive brands with the possibility for more profitability through Harman's marketing and technology capabilities ([see story](#)).

As one of Bang & Olufsen's first projects under Harman, the Audi 3D sound system marks a new step for the brand. The audio system will feature a 16 channel Class D amplifier that delivers 755 watts of 5.1 surround sound.

By partnering with Bang & Olufsen, Audi is able to offer consumers the latest in automotive audio technology. This will likely appeal to Audi's consumers, who have come to expect the best from the brand.

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