

AUTOMOTIVE

McLaren enlists Bowers & Wilkins as official audio partner

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The McLaren Artura features a Bowers & Wilkins sound system. Image credit: McLaren

By LUXURY DAILY NEWS SERVICE

McLaren Automotive has named high-end audio brand **Bowers & Wilkins** as its official audio partner, reflecting both British brands' expertise in high performance.

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As part of the agreement, McLaren and Bowers & Wilkins have also entered a multiyear partnership to explore new audio collaborations built on their technical strength. Bowers & Wilkins has developed the audio systems found in McLaren supercars and hypercars since 2015.

"McLaren and Bowers & Wilkins were both founded by similarly minded technical visionaries who always pushed the boundaries of what is possible to create innovative products and experiences," said Gareth Dunsmore, chief marketing officer at **McLaren Automotive**, in a statement.

"We are, therefore, delighted to be announcing our partnership which builds on the award-winning technical collaboration between our two companies and I'm looking forward to exploring what exciting innovations and products our shared values will create next."

High-performance audio

The two brands are close in both philosophy and location. The Bowers & Wilkins research and development team has been based in Southwater, England since 2019 about 30 miles from McLaren's global headquarters in Woking.

Bowers & Wilkins was founded in 1966 and became part of Sound United in 2020, while McLaren Automotive launched in 2010 and is the largest company in the McLaren Group, established in 1963.



The McLaren Artura. Image credit: McLaren

McLaren and Bowers & Wilkins have previously worked together on integrations such as yellow Aramid Fibre cones, Rohacell subwoofers, Diamond dome tweeters, dual-opposed subwoofers and the proprietary Continuum cone as part high-performance, hi-fi loudspeaker technologies.

The system integrations of Bowers & Wilkins in the Speedtail and GT models have also received design awards.

As part of the formalized partnership, Bowers & Wilkins branding will be prominently featured on McLaren Automotive's partner roster.

"We are thrilled to formalize this agreement with McLaren Automotive," said Dave Sheen, senior vice president of licensing and partnerships at Sound United, in a statement.

"We have enjoyed a great relationship through engineering and product development for over six years, but this adds even more to the partnership, and we jointly look forward to sharing more on our future plans soon."

Bowers & Wilkins also collaborates with automakers BMW and Maserati.

Rival Danish audio and video brand Bang & Olufsen also has an extensive roster of automotive partners, outfitting audio systems for models from Aston Martin, Audi, Bentley, Lamborghini and Genesis ([see story](#)).

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