

AUTOMOTIVE

Mercedes-Benz imbues fleet with immersive audio feature

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The immersive experience, with sounds marked by multidimensional clarity, will arrive fully integrated through each car's MBUX infotainment system. Image credit: Business Wire/Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is making Apple Music's Spatial Audio technology the standard across all vehicles.

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Announced yesterday, the luxury leader is bringing the acclaimed tool to drivers worldwide for the very first time. Mercedes-Benz's MBUX infotainment system of the Mercedes-Maybach S-Class, the EQS and EQS SUV, as well as the EQE, EQE SUV and the S-Class, will be the first to feature the immersive experience.

"We're joining forces to offer our customers a benchmark music experience unparalleled in the industry," said Markus Schfer, chief technology officer and member of the board of management at [Mercedes-Benz Group AG](#), in a statement.

"We are proud that our vehicles will be the first-ever non-Apple devices to natively feature immersive Spatial Audio with Dolby Atmos," he said. "This seamless experience shows how in-car entertainment can reach exciting new levels by perfectly integrating hardware and software."

Strengthening sonics

Born of a shared desire to deliver the very best music experience to its global customers, each new vehicle from Mercedes-Benz's luxury fleet will now arrive with Apple Music's Spatial Audio.

Drivers previously subscribed to Apple Music will be able to access the feature, which offers multidimensional clarity across hip-hop, country, Latin, pop, and classical genres, immediately. The streamer is also floating specially-curated playlists, such as "Driving in Spatial Audio" and "Hip-Hop in Spatial Audio," as part of the partnership.



Mercedes-Benz EQS' MBUX Hyperscreen, or infotainment system, will control the newly-announced feature. Image credit: Mercedes-Benz

"Sound quality is incredibly important to Apple Music which is why we are so excited to be working with Mercedes to make Spatial Audio on Apple Music available natively in the car for the first time," said Oliver Schusser, vice president of Apple Music and Beats at Apple, in a statement.

"Spatial Audio is revolutionizing the way artists create and fans listen to music and [it is] an experience that is impossible to explain in words; you have to hear it for yourself to appreciate it," he said. "Together with Mercedes, we now have even more opportunities to bring wholly immersive music to our subscribers all over the world."

The feature is to be fully integrated fleetwide soon, according to a statement from the company. Mercedes-Benz's vehicles are the first non-Apple device to employ Apple Music with Spatial Audio.

The automaker's limited edition Mercedes-Maybach by Virgil Abloh ([see story](#)) was, fittingly, one of its first cars to integrate the soundscape.

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