

CONSUMER ELECTRONICS

Ferrari, Bang & Olufsen partner for sleek audio collection

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*The three-product drop will be made to order. Image courtesy of Bang & Olufsen*

By LUXURY DAILY NEWS SERVICE

Danish luxury audio brand Bang & Olufsen is out with a new high-powered collaboration.

A new series, launched Tuesday, partners some of the manufacturer's signature products with the sleek, sporty look of Italian automaker **Ferrari** the second such collection.

"Both Ferrari and Bang & Olufsen have always strived for the most powerful experience possible in the pursuit of unstoppable performance," said Kristian Ter, CEO of **Bang & Olufsen**, in a statement.

"For our second collection together, we wanted to pay tribute to aluminum, which is a hallmark material of both our brands," he said. "The result is pioneering sound and vision that blurs the line between Italian passion and Danish elegance."

Powerful sound

The **Special Edition Ferrari Collection** connects the two brands through heavy use of aluminum, found in Ferrari's car chassis and Bang & Olufsen's sound equipment.

Experts at Bang & Olufsen's famed Factory 5 in Denmark used adonization and pearl blasting to give the metal a unique, matte finish in Ferrari's charcoal-hued Grigio Corsa colorway.

The material was also incorporated in speakers' lamellas, audio components that vibrate to create sound waves, referencing the speedy cars' side vents.

Bold red similar to Ferrari's signature red racing lines further accents the collection.



Signature Ferrari colors connect the two brands. Image courtesy of Bang & Olufsen

The design team also wanted to integrate the concept of “looking under the hood” of a car with the audio offerings, adding hidden design elements within each product. For example, when a speaker’s acoustic lens ascends, it reveals an intense-red lens and engraved Ferrari and Bang & Olufsen logos.

Three items will be available in Bang & Olufsen stores: the Beolab 50 speaker, Beosound theatre soundbar and Beovision Theatre TV system.

Each item will be made to order, and start at 15,000, or \$18,000 at current exchange.

Bang & Olufsen is not new to the world of motorsports, having recently partnered with Formula 1 racecar driver Charles Leclerc. The 26-year-old from Monaco was named a global brand ambassador in July 2024 ([see story](#)).