



Bang & Olufsen to show at 2014 Paris Motor Show with select partners

Bang & Olufsen to show alongside Aston Martin, Audi and BMW at the 2014 Paris Motor Show.

Struer, October 3rd, 2014

The eagerly awaited biennial Paris Motor Show (Mondial de l'Automobile) is arguably the most prestigious event in the motor show calendar. Starting in 1898, it is the longest running motor show in the world. And with visitor numbers exceeding 1.2 million, the Paris Motor Show is officially the most attended.

This year's event will be held at the Paris expo Porte de Versailles, from 4 to 19 October. Bang & Olufsen's bespoke sound systems will be presented across a range of new and exciting Aston Martin, Audi and BMW models.

The art of sound

Paris will play host to a number of the Danish icon's renowned sound innovations; including Acoustic Lens Technology (ALT) delivering a wide 180° horizontal sound dispersion, 5.1 surround sound tuning and Vehicle Noise Compensation (VNC), which continuously monitors sound through an on-board microphone, adjusting timbre and volume levels to compensate for internal and external noise.

Bang & Olufsen's award winning sound performance is the product of some of the most gifted minds in the audio and automotive industries. These highly skilled engineers, interior designers and Tonmeisters spend thousands of combined hours refining each system. This is achieved through joint-project teams, established in cooperation with our automotive partners. That meticulous attention to detail makes Bang & Olufsen the epitome of high-end car audio reproduction. Every system delivers a sound that is unique to the model – rich and immersive – perfectly matching the acoustics of the cabin space it completes.

The sound of excellence

Public and press can experience the immersive sound of Bang & Olufsen within

- Aston Martin Vanquish, Aston Martin Rapide S, Aston Martin V12 Vantage S and Aston Martin Vantage N430;
- Audi A3 e-tron, Audi S3, Audi A4 Avant, Audi A5/RS 5 Coupé, Audi A6/RS 6 Avant, Audi S7, Audi A8/S8, Audi SQ5, Audi R8 Coupé LMX, Audi TTS Coupé/Roadster
- BMW X6, the BMW 6 Series Gran Coupe and BMW 7 Series

Visitors can also witness Bang & Olufsen's BeoVision Avant – its new 55" Ultra High-Definition (4K) full home cinema experience at the Aston Martin stand.

"The Paris Motor Show is always a fascinating event, and we are delighted to be able to present our systems within so many incredible models. We invite all to experience Bang & Olufsen for themselves," says Jens Peter Zinck, Vice President and Head of Automotive at Bang & Olufsen.

Event details

From Saturday October 4 to Sunday October 19,
10.00 am to 8.00 pm

Press days October 2 to October 3

Late openings Thursdays October 9 and 16, Fridays October 10 and 17 2014,
10.00 am to 10.00 pm

Paris expo Porte de Versailles
75015 Paris

Parkings on-site: Porte de Versailles Visitor Parking

Accreditations are exclusively possible online.

Press accreditation: www.mondial-automobile.com/en/press/accreditation/

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***Bang & Olufsen** was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development. Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomises seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit www.bang-olufsen.com*

***Bang & Olufsen Automotive** offers its partners car audio systems with unprecedented sound quality and listening pleasure for the driver and passengers. In addition to the company's traditional craft skills within manufacturing and aluminium finishing, the systems incorporate the radical synthesis of emotional appeal and technological performance that has long been the hallmark of Bang & Olufsen. Bang & Olufsen Automotive launched its first car audio system in 2005, and will continue to innovate and refine together with its partners within the automotive industry. For more information on Bang & Olufsen, please visit www.bang-olufsen.com/en/car-audio*

*Images are available free of charge from the **Bang & Olufsen media centre**. If you are a first-time visitor, please follow the instructions and register as a new user. <http://mediacenter.bang-olufsen.dk>*