



Audi releases new TT Roadster with Bang & Olufsen Sound System

Audi brings the all new Audi TT Roadster to market with an integrated bespoke Bang & Olufsen sound system.

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Audi this month releases the eagerly awaited all new Audi TT Roadster. This car is a continuation of the iconic sports model, which from its early beginnings in 1994, took the market by storm as a trend setter of bold geometric design.

A history retold

The new Audi TT Roadster marries the marque's contemporary aesthetics, with the model's classic design language. The TT Roadster's interior features touches of aluminium, and all new electronics and connectivity features complete the redesign; the highlight of which is the company's new award-winning infotainment system: the Audi Virtual Cockpit.

The model has been enhanced by the inclusion of a bespoke Bang & Olufsen sound system; matching the performance and look of Audi's new compact soft-top.

Beyond expectation

The Bang & Olufsen Sound System for the Audi TT Roadster is designed around an array of 12 loudspeakers; each powered by their own amplifier channel. The number of speakers and their carefully chosen location are the basis for creating a huge sound stage, which is relatively unusual for the TT Roadsters class, having such an intimate space. Bang & Olufsen's system comprises a 3-way front-end set-up, with integrated sealed-box dual-coil woofers in each door. This configuration reduces vibration and enhances sound control. The front-end is supported by a centre channel, comprising a 100mm centre speaker and a tweeter for a more precise sound delivery, complemented by 165mm speakers and tweeters in the rear. Continuing with Audi's focus on power-efficiency, Bang & Olufsen has opted for an amplifier with class-D technology, producing 680 watts. This delivers optimised power consumption at a reduced weight.

Bang & Olufsen wanted passengers to experience the same immersive sound in both closed-roof and open-top situations. It achieves this with incorporated VNC technology (Vehicle Noise Compensation). VNC continuously monitors both reproduced sound and internal/external noise, via on-board microphones. It simultaneously adjusts timbre and volume settings to compensate. Added surround sound is also available in combination with the optional MMI Plus navigation system.

Both passengers experience a breath taking sound that is well balanced, detailed and atmospheric; with rich bass notes and pin-sharp treble, bringing together a purity of sound that is rare in this class.

Seamless integration

The engineers at Bang & Olufsen have been innovative in creating a sound system that feels completely at one with its surroundings. Audi's luxurious design features are echoed in the system's bespoke components; including specially designed speaker grilles. The bespoke grilles were conceived utilising Bang & Olufsen's 'dynamic line design' for improved acoustic transparency. Each grille features a dramatic LED illuminated edge, reflecting its light on a protruding chamfer.



"The all new Audi TT Roadster is another milestone in our award-winning partnership with Audi. The Bang & Olufsen Sound System in the new Audi TT

gives the listener an even truer clarity of sound, heightened definition and an altogether more captivating sound than is normally experienced in this segment. We look forward to continuing our fruitful partnership with Audi", says Jens Peter Zinck, Vice President and Head of Automotive at Bang & Olufsen.

Specifications: Bang & Olufsen Sound System for the Audi TT Roadster

12 fully active loudspeakers (14 channels):

Front:

- 2 tweeters in the dash
- 2 midranges (one in each door)

Dash Centre:

- 1 centre
- 1 tweeter

Each door:

- 1 woofer (dual coil configuration) in a sealed box enclosure with optimised volume of 9.1 litres

Rear:

- 2 tweeters
- 2 woofers/speakers

680 Watts of power

VNC (vehicle noise compensation) compensates for vehicle noise, utilising microphones placed in the ceiling of the cabin area that responds directly to changing conditions, automatically adjusting volume and timbre of the system

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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*

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