



New BMW 6 Series features Bang & Olufsen high-end Surround Sound system

BMW and Bang & Olufsen unveil new BMW 6 Series with bespoke Bang & Olufsen high-end Surround Sound system.

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The refreshed BMW 6 Series model arrives with delicate exterior restyling and engine tweaks. Yet it is in the cabin where the update is most evident: Drivers will discover higher quality materials throughout, new leather options and an upgraded infotainment display. The most successful model to come from BMW and Bang & Olufsen's long partnership, the new BMW 6 Series is equipped with Bang & Olufsen's high-end Surround Sound system.

Decades of innovation in one unique sound

The Bang & Olufsen high-end Surround Sound system is the product of hundreds of hours of expert sound tuning from Bang & Olufsen's team of sound engineers, designers and tonmeisters. With its 16 fully active loudspeakers painstakingly

positioned and tuned, the system delivers its consistent and perfectly balanced sound across every inch of the 6 Series' luxurious cabin.

That breathtaking performance is born from a generous 1200 watts of power, with 500 watts channeled solely to two floor-mounted subwoofers. Each loudspeaker has its own dedicated amplifier channel, with the array benefiting from DSP distribution and 5.1 Surround Sound. The Danish icon has also incorporated its patented 180° dispersion ALT (Acoustic Lens Technology) and VNC (Vehicle Noise Compensation), a system that through an on-board microphone adjusts sound to compensate for external and internal noise.

All of these technologies work to create a sound stage that is unique to the model, delivering a rich and immersive audio experience. A clear and balanced sound reproduction. Music as the artist intended.



Designed for the eye as well as the ear

The system's visual design is just as impressive. Bang & Olufsen has managed to create a design language that is both fascinating and distinct, and yet completely at one with the cabin.

The crafted aluminium speaker grilles, featuring precision drilled holes and laser engraved Bang & Olufsen logos, are stunning. But not content, Bang & Olufsen has incorporated its Floating Frame design into the speaker grille assembly; an element that seemingly conveys the impossible: speaker grilles hovering independently of their frames. The illusion is further emphasised through integrated LED lighting, positioned within the space between grille and frame.

"Our pride, innovation and steadfast attention to detail have helped us create successive 6 Series systems revered by owners around the world. We are happy to be once again enhancing this modern automotive classic," says Jens Peter Zinck, Vice President and Head of Automotive at Bang & Olufsen.

Technical Specifications

Speakers

- 16 fully active loudspeakers
- 7 tweeters
- 7 midranges
- 2 subwoofers

Amplifier

Fully active 16-channel amplification

1200 watts maximum output – 500 watts dedicated to subwoofers

Sound Features

5.1 Surround Sound with DSP distribution to 16 active loudspeakers

Sound Modes

Studio Mode reproduces an authentic sound as the artist intended

Expanded Mode widens the sound stage to give passengers the impression that they are in a much larger space

Design

Unique aluminium speaker grilles (superbly crafted, precisely drilled and with laser engraved Bang & Olufsen logo)

Bespoke sound design by the acoustic team at Bang & Olufsen

For more information please contact:

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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 craftskills 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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