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Bang & Olufsen Audio For New Audi R8



The new Audi R8 will have "...the finest sound system ever fitted to a sports car" says the managing director of Bang & Olufsen Automotive, Jens Peter Zinck. The Bang & Olufsen Sound System has been designed, engineered and developed specially for the Audi R8. It has 12 speakers driven by 10 discrete channels of amplification and digital signal processing, producing a total amplifier power of 465 watts.

The technology is supported by a special visual experience, including machined and anodised aluminium, enhancing the attractive interior of the R8. Bang & Olufsen engineers worked closely in conjunction with Audi engineers to produce the richest audio experience possible, while also supplementing the total driving and ownership experience. Under acceleration, for instance, the music compensates rather than eliminates the R8's distinctive engine note.

This is Bang & Olufsen's second collaboration with Audi, and follows the Advanced Sound System specially designed, engineered and developed for the Audi A8 and S8. It was recently voted 'best sound system' by a jury of 69 automotive journalists at the Auto Interiors Show in Detroit.



'We are delighted to be expanding our cooperation with Audi,' says Mr Zinck. 'Today you can buy very exclusive sports cars with sound systems that don't reflect the same values. We believe those interested in high-end sports cars deserve a great sound system for their cars. With this new sound system we are demonstrating our ability to tailor-make Bang & Olufsen systems for different types of cars.'

Heike Träger, Head of Product Marketing at Audi Sports Cars, agrees. 'The new Audi R8 will contribute to attaining a long-term objective for Audi: leadership in the prestige sector. The model is key to enhancing the sporty and emotional appeal of the Audi brand and Bang & Olufsen has contributed to this by developing a marvellous sound system specially for the new Audi R8.'

The Bang & Olufsen Sound System is an option on all Audi R8s.

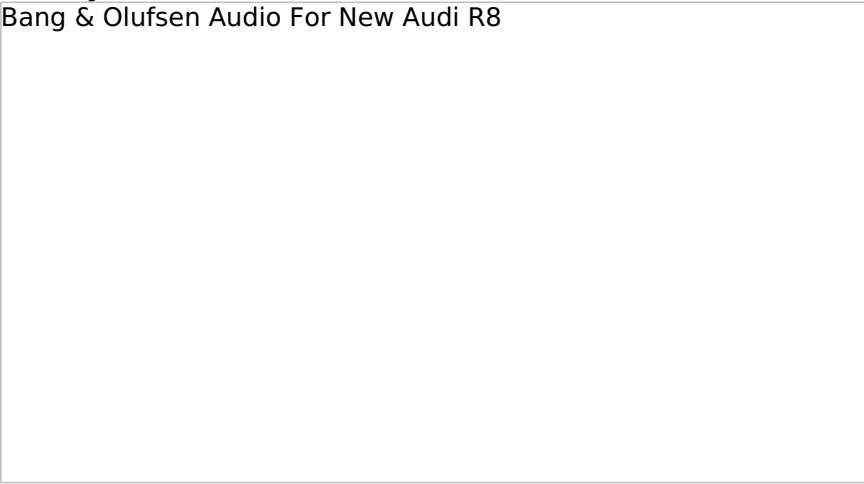
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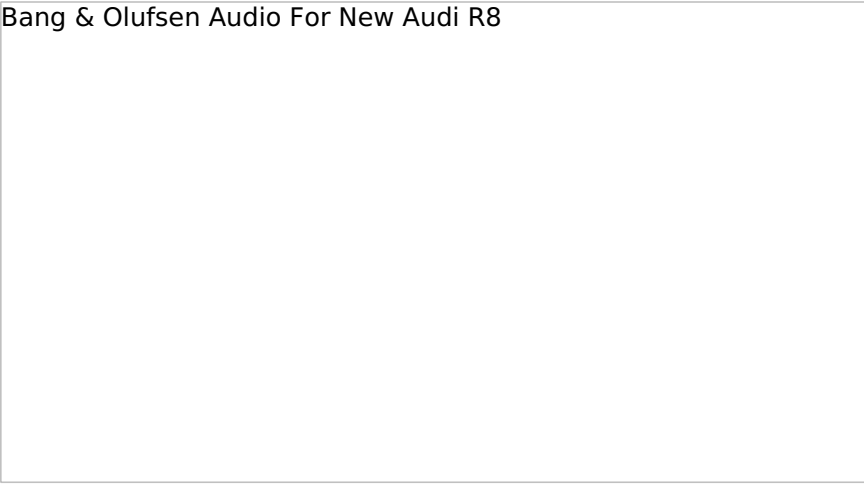
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