



**PRODUCT INFORMATION**  
BANG & OLUFSEN SOUND SYSTEM  
FOR THE AUDI A3 SEDAN

12.08.2013, AWU

BANG & OLUFSEN

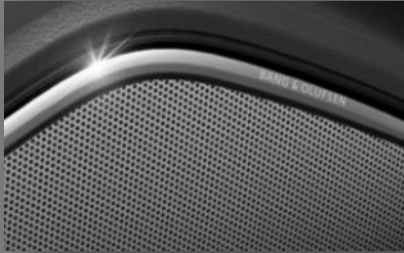
# PRODUCT HIGHLIGHTS

1



UNCOMPROMISED SOUND PERFORMANCE

2



ICONIC DESIGN

3



TECHNICAL SPECIFICATIONS

BANG & OLUFSEN

1



## UNCOMPROMISED SOUND PERFORMANCE

- **14 fully active loudspeakers**
- **15 channel amplifier**
  - One channel for each loudspeaker and two channels for the subwoofer
- **705 Watt**
- **5.1 surround sound\***
- **Dedicated sound tuning by Bang & Olufsen acoustic experts**
- **Three different sound focus which enable the listener to optimise the sound system for various occupants in the car:**
  - all
  - front
  - rear

BANG & OLUFSEN

\*only with MMI Navigation plus

1

# SOUND FOR THE SENSES

Explore the artist's true intentions with the captivating sound of Bang & Olufsen.

- **Precision in Reproduction**  
Hear the recording as made (nothing added or missing)
- **Precision in Timbre**  
Natural sound (instruments sound as they do)
- **Precision over Time**  
Listening possible over a prolonged period without becoming fatiguing
- **Precision in Space**  
Recreate the same spatial characteristics as present in the recording

**The result: a clean & detailed reproduction of the source material without distortion even at high volumes.**

BANG & OLUFSEN



# ENHANCED LISTENING EXPERIENCE: 5.1 SURROUND SOUND

1

**5.1 Surround Sound** which is only available with the MMI Navigation plus makes the Bang & Olufsen Sound System for the Audi A3 Sedan the most sophisticated in-car audio for the compact class car segment.

- For surround sound, you have more channels and more audio content.
- The surround level controls the width of the sound image. It can be adjusted from a minimum (very narrow sound from the front, almost like a mono signal) to a maximum (very wide, more sound from the rear, heavy surround effect).
- The beauty of 5.1 surround sound is hard to put into words. But, while the tiny subtleties and detail might not always register with our brains, one thing is for certain – it makes for an unmistakable experience.



BANG & OLUFSEN



1

## DEDICATED SOUND TUNING

Although the general philosophy remains consistent, the development of each vehicle is unique. Finding the right tone for a car has something to do with personal taste and years and years of experience. Therefore a dedicated sound tuning for the Audi A3 Sedan is essential.

Each vehicle is considered according to its own merits and requirements:

- Hardware changes (loudspeaker size and number)
- Visual design parameters differ (loudspeaker grills, location)
- Vehicle cabin differs (material and size)
- Source material (stereo, multi-channel)
- Sound settings (user adjustable parameters)

BANG & OLUFSEN

1

BANG & OLUFSEN

## FUN FACTOR

**Music is emotion expressed through sound. Melodies, rhythms and vibrations that swell the air with feelings. Passion, sent to move you. At Bang & Olufsen we have shared this passion for sound since 1925.**

- The bass performance of the Bang & Olufsen Sound System in the A3 Sedan is really impressive. The subwoofer has 260mm which is 10mm bigger than the subwoofer in the A3 and A3 Sportback.
- Even if you pump up the volume to the maximum you can enjoy a clear and powerful sound performance.

BANG & OLUFSEN

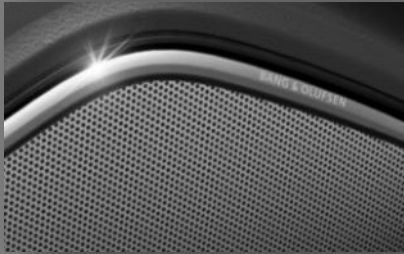
# PRODUCT HIGHLIGHTS

1



UNCOMPROMISED SOUND PERFORMANCE

2



ICONIC DESIGN

3



TECHNICAL SPECIFICATIONS

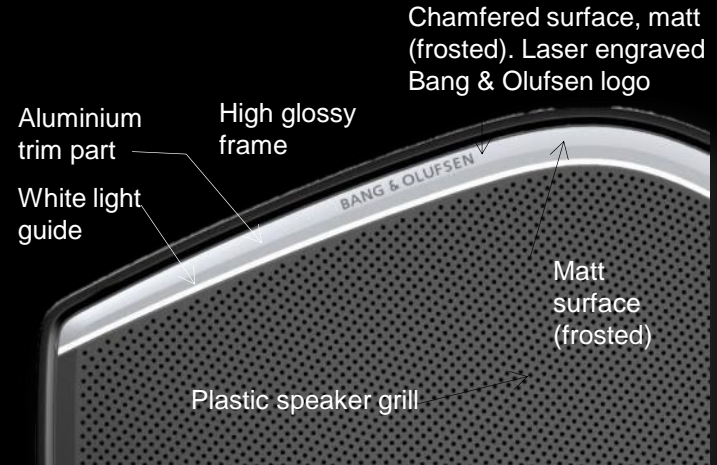
BANG & OLUFSEN



# ICONIC DESIGN & MAGIC LIGHT

**Design is a craft that is at the core of everything Bang & Olufsen does. The design is used to tell a story about ideas, products and the brand.**

- To realize a perfect integration of the sound system in the car Bang & Olufsen designer and engineers have been included in the development process of the sound system for the Audi A3 Sedan from the very beginning.
- The result is a perfectly integrated sound system in the Audi A3 Sedan interior in terms of form, material quality and precise fabrication.
- The aluminium piece has a precise chamfer and carries the laser engraved Bang & Olufsen logo.
- The Bang & Olufsen Sound System in the Audi A3 Sedan has a white light between the aluminium part and the grill in the front doors that embodies the magic of the brand Bang & Olufsen.
- By the white light guide the aluminium elements in the front door speaker grills are enhanced and always visible, day and night.



**BANG & OLUFSEN**

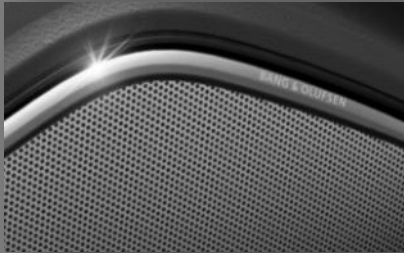
# PRODUCT HIGHLIGHTS

1



UNCOMPROMISED SOUND PERFORMANCE

2



ICONIC DESIGN

3



TECHNICAL SPECIFICATIONS

BANG & OLUFSEN

14 FULLY ACTIVE  
LOUDSPEAKERS  
IN THE A3 SEDAN

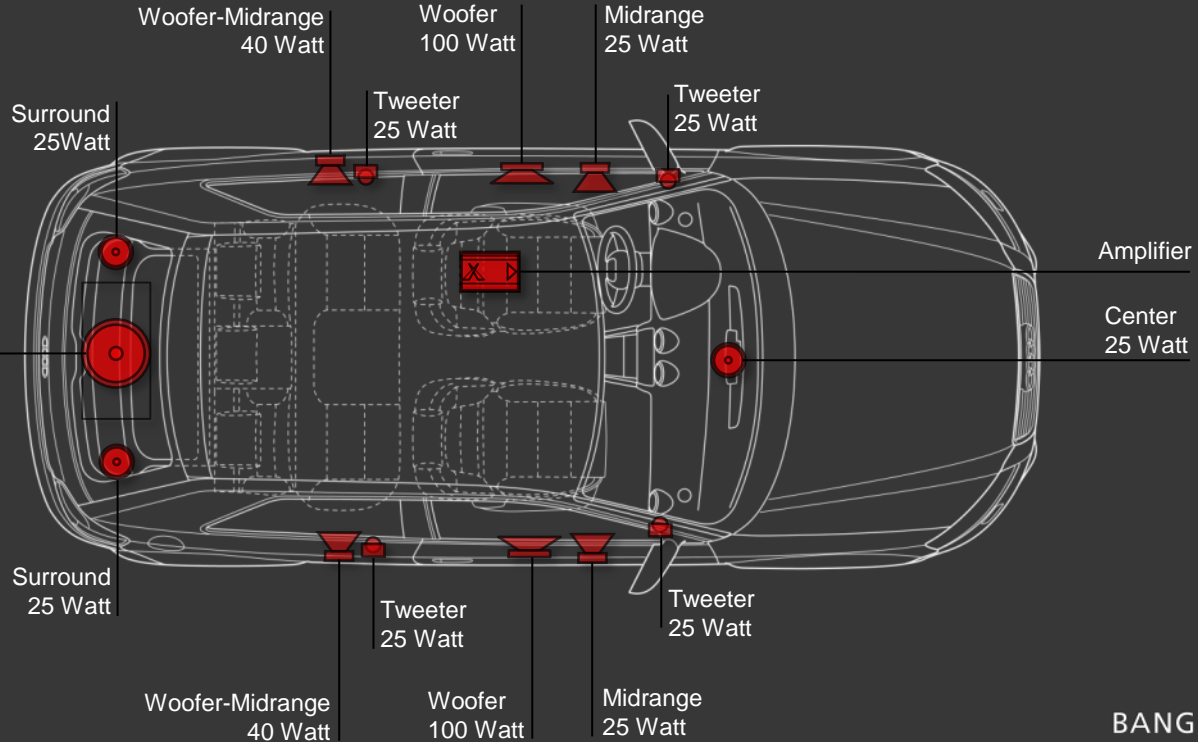


BANG & OLUFSEN

# 14 FULLY ACTIVE LOUDSPEAKERS IN THE A3 SEDAN

**Total system power:  
705 Watt**

**Subwoofer  
(placed in the parcel shelf)  
200 Watt**



**BANG & OLUFSEN**

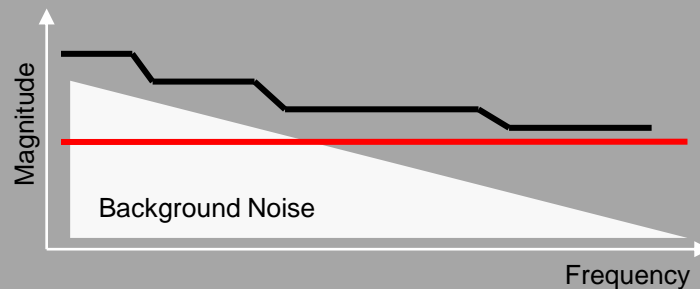




## GALA PLUS

Bang & Olufsen's sound systems automatically adjust dynamically according to the noise conditions.

- The adjustment ensures outstanding sound – regardless of noise conditions.
- Adjustments in accordance to the speed of the car.
- Adjustment to noise of engine or background noise from rain, cobble stones, etc. by a microphone located in the ceiling.
- Different frequency bands are analysed.



# COMPARISON BOSE AND BANG & OLUFSEN IN THE A3

## A3 2<sup>nd</sup> generation with BOSE

8 loudspeakers  
10 loudspeakers in A3 Sportback

222 Watt

6-channel-amplifier

Location subwoofer:  
luggage compartment

### Further Highlights:

- Dedicated sound tuning
- Stereo Sound
- AudioPilot®NoiseCompensation Technology

Price: **605€\***



## A3 3<sup>rd</sup> generation with Bang & Olufsen

14 fully active loudspeakers

705 Watt

15-channel-amplifier

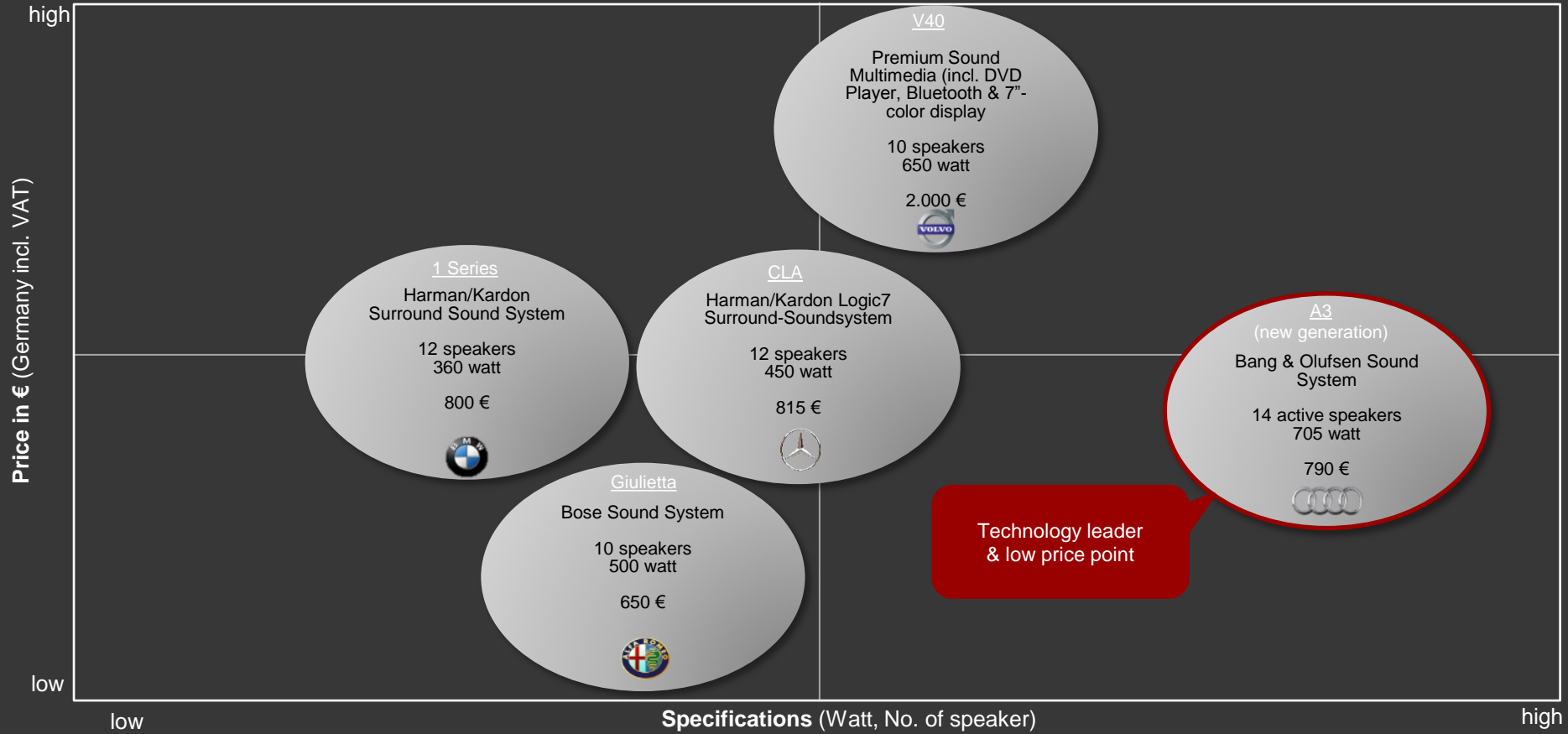
Location subwoofer:  
spare wheel\*\* / parcel shelf\*\*\*

### Further Highlights:

- Dedicated sound tuning
- Stereo Sound
- 5.1 Surround Sound in combination with MMI Navigation plus
- GALA plus
- Illuminated aluminium applications in front doors

Price: **790€\***

# BANG & OLUFSEN SOUND SYSTEM COMPETITORS IN COMPACT CLASS



BACKUP

---

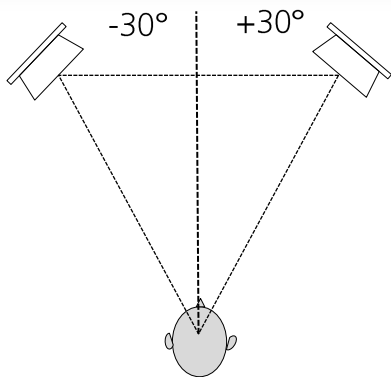




## STAGING AND IMAGING

**Recreating the home experience in the vehicle without compromises no matter where you sit in the car.**

- In your living room you can set up your loudspeakers in the way that you get the best possible sound image (e.g. for a stereo system) both loudspeakers must be equidistant from the listener and at angles of  $\pm 30^\circ$  directly in front of the listener.
- Doing so with high quality loudspeakers the singer or the orchestra on your media will appear in front of you just like on a real live concert.
- In a car, getting a good staging is more challenging (loudspeakers and listener positions are predefined). However Bang & Olufsen Automotive has successfully adapted the same quality standards to the interior of the Audi A3 Sedan – without any compromises.
- And even further, no matter where you sit in the car the sound focus can be adjusted and thus still be optimized.



## DETAILS ABOUT 5.1 SURROUND SOUND



- There are 2 discrete channels in a normal 2.0 stereo format (left and right). In the 5.1 format, there are 6 discrete audio channels: front left & front right, centre, back left & back right (also called surround channels) and low frequency effect channel (LFE).
- Out of the 4 extra channels (2=stereo and 6=surround) the surround channels are the most important and are used to enhance the sensation of spatial reality (ambience), the centre channel is to have a better focus on vocals and the LFE is dedicated to bass.
- In order to correctly play back the 5.1 format, you need more speakers than for a stereo setup.

# NATURAL REFINEMENT



**In defining new levels of form, function and durability, refinement of even the smallest detail is of utmost importance.**

- To mill the parts, we use four different milling tools.
- The forming of the aluminium trims is made as 4 (on front parts) – as 5 (on rears) – at the same time using the down force of 26 – 40 tons. The single tools for each type part have a weight of approximately 300kg each!
- The hole pattern in each grill in the car is designed specifically.
- Aluminium Trims
  - 11,3 grams for the front door aluminium trims
  - 7,9 grams for the rear door aluminium trims

## CRAFTSMANSHIP

**Bang & Olufsen has the relentless quest for quality in every detail and the use of genuine materials.**

- One of the special skills refined by Bang & Olufsen is the advanced surface treatment of aluminium. We treat and anodise the raw aluminium ourselves at our factory in Denmark, a demanding process that involves dipping each component in different baths at exact temperatures.
- Raw aluminium is incredible susceptible to even the smallest fingerprint which means we quality control a lot of parts before they're allowed to begin the treatment process.
- Anodising is an electrochemical treatment of the aluminium that creates a very durable oxide on the surface. The anodising will protect the beautifully designed surfaces for many decades, and resembles the glazing on porcelain.
- For the Audi A3 Sedan we use anodised aluminium in platinum colour which is slightly darker than natural aluminium for a perfect fit to the interior of the car.





# BANG & OLUFSEN HERITAGE



- The existence of Bang & Olufsen is and has always been based on the initiatives of incredibly innovative people. People with persistence. People with high ambitions. People who believe that creating is living.
- Bang & Olufsen was founded in 1925 in Struer, a small town in the north western part of Denmark, by two enterprising young engineers, Peter Bang and Svend Olufsen.
- 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.

## BANG & OLUFSEN TODAY



- Today Bang & Olufsen a/s is world renowned for its distinctive range of quality televisions, music systems and high-performance loudspeakers; products that combine technological excellence with emotional appeal in a sensational design language.
- Bang & Olufsen products are sold mainly by an extensive, independent retail network across more than 100 countries. The majority of these retailers are concept stores, which exclusively sell Bang & Olufsen products.
- Besides entertainment products for the home environment, Bang & Olufsen applies its acoustic skills and design competences in creating high-performance sound systems for the high-end car industry, bringing the entertainment experience to a new level.

## OUR IDEAL



At Bang & Olufsen we act from our Ideal. Our Ideal expresses our reason for being and is the guiding principle for our actions:

***"Bang & Olufsen exists to move you with enduring magical experiences"***

BANG & OLUFSEN

# OUR VALUES



Our Ideal is based on the values inherent in Bang & Olufsen. It is through living the values that we fulfill the promise of our Ideal.

## **Passion**

We bring passion to everything we do. Our passion is what creates the magic our customers experience whenever they interact with Bang & Olufsen.

## **Pride**

We are proud of creating experiences that break barriers and set new standards of performance. By taking pride in everything we do, we ensure that we continue to bring our customers magical experiences.

## **Persistence**

We are persistent in our dedication to excellence and our commitment to build a healthy and sustainable business. We do this by leveraging focus and resolve to turn our raw ambition into truly magical experiences for our customers.



# BANG & OLUFSEN AUTOMOTIVE



- In 2000 Bang & Olufsen Automotive was established
- With the launch of the first Bang & Olufsen sound system for a car, the Audi top-of-the line A8 in 2005, Bang & Olufsen redefined the segment for car-audio, by increasing the joy of ownership and use of the sound system.
- Bang & Olufsen Automotive offers 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.

# TOP 10 BRANDS IN THE CATEGORY CAR-HIFI

- 116.273 participants voted and Bang & Olufsen won the customer survey for the fourth time and now for three years in succession
- Difference to competitors increased up to 6,1%



**Bitte kreuzen Sie alle Firmen an, deren Produkte Sie überzeugen!**

Gut sind Produkte von:

Platz	Marke	in %	2012	2011	2010	2009	2008
01	Bang & Olufsen		67,2	68,3	64,5	53,5	60,7
02	Bose		61,1	62,5	59,6	56,3	60,5
03	harman/kardon		38,8	45,6	40,4	38,2	-
04	Becker		34,9	40,7	42,8	43,7	39,9
05	Blaupunkt <sup>1)</sup>		33,4	39,7	42,1	42,8	34,7
06	Alpine		30,0	27,3	26,7	27,5	26,7
07	Burmester		19,9	-	-	-	-
08	Pioneer		19,6	19,0	16,9	20,6	19,0
09	Sony		19,2	19,7	19,3	20,8	21,7
10	Kenwood		18,8	18,1	16,6	17,5	16,9

1) bis 2008 als Blaupunkt/Velocity erhoben

**BANG & OLUFSEN**

# COOL BRANDS AWARD

- 2011 Bang & Olufsen was again ranked among the TOP 5 brands of the “CoolBrands” award

## CoolBrands® An insight into some of Britain's coolest brands

View as a grid View as a list



# CoolBrands®

Powered by  THE CENTRE FOR  
BRAND  
ANALYSIS

## OFFICIAL RESULTS 2011/12

### Top 20 CoolBrands

BRAND		CATEGORY
Aston Martin	1	Automotive - Cars
Apple	2	Technology - General
Harley-Davidson	3	Automotive - Motorbikes
Rolex	4	Fashion - Accessories, Jewellery, Watches
<b>Bang &amp; Olufsen</b>	<b>5</b>	<b>Technology - General</b>
BlackBerry	6	Technology - Telecommunications
Google	7	Online
Ferrari	8	Automotive - Cars
Nike	9	Sportswear & Equipment
YouTube	10	Online

BANG & OLUFSEN

BANG & OLUFSEN

---