



BANG & OLUFSEN

The collaboration between Audi and Bang & Olufsen began back at the turn of the century. In 2005, the first Advanced Sound System was available as an option in the Audi A8. The openly propagated collaboration was a novelty in the European automobile industry and a great success. Today the Danish company's high-end systems are available in numerous Audi models.

At the top of the line is the Bang & Olufsen Advanced Sound System in the latest Audi A8. It is impressive for its sparkling brilliance, detailed resolution and broad, finely differentiated frequency range; in conjunction with MMI navigation plus it also includes a surround sound function. Bang & Olufsen uses a proprietary algorithm to generate reflections like those that occur in a concert hall.

The heart of the Advanced Sound System is formed by two amplifiers with digital output stages delivering over 1,400 watts of total output. Like most of the infotainment components in the A8, they are located behind the rear seat back. The amplifier for the subwoofer is particularly energy-efficient thanks to Bang & Olufsen's ICE technology. It is also compact and lightweight. The two amplifiers deliver their power through 19 channels to 19 speakers, almost all of which are in closed enclosures. This prevents transmission of sound outward via the vehicle's sheet metal.

Audi and Bang & Olufsen are partners in pursuit of the same ideals. Both brands value high-end technology, intuitive operation and premium design. Both have the highest standards when it comes to materials and workmanship, and both are experts in working with aluminum. Bang & Olufsen uses this lightweight material on the precision-machined covers of the speakers. A special visual highlight is achieved by the acoustic lenses on the left and right sides of the cockpit. The elegantly designed tweeters slide silently out of the dashboard when the system is switched on.

Status: 2011