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Audi

[The Bang Olufsen Audi A5 Coupe](#)

New car - new gear

By far one of the highest high-end audio gear manufacturer, Bang & Olufsen has been constantly strengthening their position by entering the automotive industry: no, they're not building cars - they're equipping it with hyper-tech audio hardware. Having already redefined the meanings of top-end and extreme quality, Bang & Olufsen have won various awards with the work which in the past (yet not so long ago) they put in Audi's A8, S8 and the amazing R8 series. Having become quite a reference point, the Advanced Sound System from Bang & Olufsen goes perfectly with the utmost performance of the new high-end Audi series. 500W blasting through a total of 14 speakers, perfectly integrated in the luxurious interior and all in carefully polished aluminium, the Bang & Olufsen gear in the new Audi A5 will surely add some bucks to the price of the car; yet everybody who has at least seen a piece of Bang & Olufsen gear knows they don't charge for nothing. As a matter of fact, the previous experience with the A8 and S8 models has been quite a background for Bang & Olufsen in what automotive sound development may be concerned. The astonishing R8 is already a "second platform" from Bang & Olufsen: the new Advanced Sound System contains hardware which is even better adapted to what exquisite sound means inside a car. Jens Peter Zinck, head of the Bang & Olufsen Automotive said that "with the recent introduction of the Bang & Olufsen Sound System in the R8, we introduced a new audio platform as a supplement to the successful Bang & Olufsen Advanced Sound System in Audi A8 and S8. Now, we are very pleased to build on our R8 audio platform in the brand new Audi A5 and by so doing, we are able to set a new standard for fully integrated and attractive sound in this segment - a sound that is designed to please not only the ears but also the eyes of the owners." Check your nearest Audi dealer for quotes on the Danish audio equipment and prepare for an experience you have never tasted, as the new sound platform is based on SoundLens technology and other new, breakthrough tech from Bang & Olufsen.