BANG & OLUFSEN

Bang & Olufsen for Bentley

The collaboration of Bentley and Bang & Olufsen is a partnership between two brands aiming for perfection and the constant elevation of their products to the next level. Especially in view of the design traditions, three characteristics in particular connect the two brands and make the collaboration a perfect fit: **craftsmanship with high attention to detail, powerful performance,** and the usage of **luxurious, genuine materials.**

Driving a Bentley means more than travelling from one location to another; it means experiencing luxury and perfection on four wheels. Bang & Olufsen adds to this experience by providing an authentic sound reproduction that demonstrates how impactful high-end sound can become.

Key Selling Points of the Bang & Olufsen Audio System in the Bentley Continental GT

Tailor-made. The Bang & Olufsen sound system is tailor-made for the peerless Bentley Continental GT and seamlessly integrated into the elegant interior.

Luxurious. The illuminated aluminium grilles bestow an iconic design for luxurious demands.

Powerful. 16 active speakers and a powerful 1,500-watts BeoCore amplifier deliver a strong and authentic sound that corresponds to what the artist intended.

Appealing. The leather-debossed Bang & Olufsen logo underlines the appealing melt with the interior of the Bentley Continental GT.

Intuitive. Bentley is the first car brand featuring Bang & Olufsen BeoSonic, which comes with its one-touch user interface. It allows for intuitive and easy sound adjustments to the driver's mood.

Beautiful. Beautiful sound is true to its source and adapts to its use case and acoustic surroundings – and Bang & Olufsen uncompromisingly tuned the sound to the use case scenario of the Bentley Continental GT.

Technological Feature

Bang & Olufsen BeoCore
ICEpower converter technology: more than 90 % efficiency factor

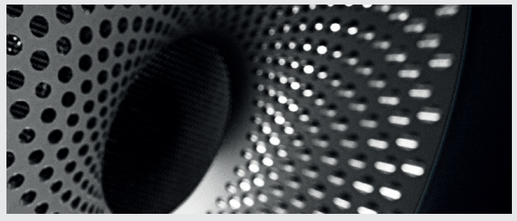
Full Class-D amplification. Ensures powerful, efficient, and constant audio performance

Scalable DSP. The drive behind the system stays flexible in regards to design and speaker layout

UX Specifications

Bang & Olufsen BeoSonic
Bang & Olufsen BeoSonic is a novel way for tone setting with a simple, intuitive and one-touch user interface. The Bang & Olufsen BeoSonic interface provides four distinct spaces – Bright, Energetic, Warm, & Relaxed – setting just the right mood for meaningful moments behind the wheel. The experience in BeoSonic has been specifically customised for the car together with the sound tuning.

Design Specifications

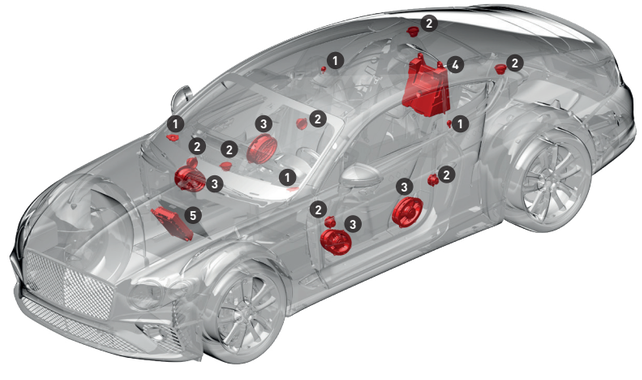


Illuminated Aluminium Grille
Genuine double anodised aluminium grilles, with a pearl-blasted matt surface with visually sparkling holes which are placed as tightly as possible to achieve the best possible acoustic transparency.

Integrated, debossed leather logo.

System Architecture

16 High-Performance Loudspeakers



1. 4 x 25 mm tweeter, in the instrument panel, and in the B-pillars
2. 7 x 80 mm mid-/full-range Balanced Mode Radiator (BMR), in the instrument panel, in the front doors, in the rear panels, and on the parcel shelf
3. 4 x 6 x 9" woofer, in the front doors
4. 1 x 6 x 9" subwoofer in 10-litre enclosed box, on the parcel shelf
5. BeoCore Class-D amplifier incl. Digital Signal Processing (DSP) with 16 channels and 1,500 watts total output, in the trunk

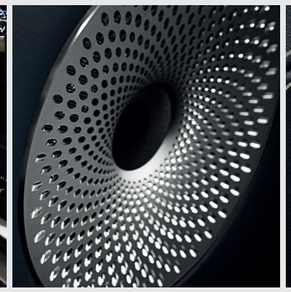
Sound Demonstration in 8 Steps

To take full advantage of the Bang & Olufsen sound system and convince the customer, a few things should be taken into consideration during the sound demonstration.

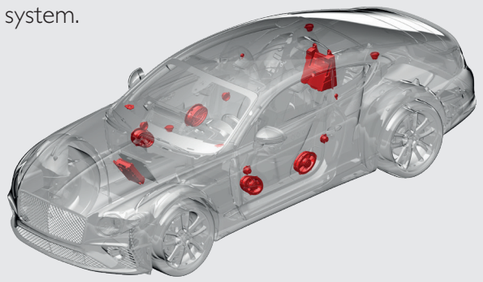
We suggest the following steps to demonstrate the Bang & Olufsen for Bentley sound system.

Before getting into the car:

1. Show where the loudspeakers are located, and highlight the aluminium grille design and the exclusive debossed Bang & Olufsen logo.



2. Explain a little about the technical specifications of the system.



Speakers: 16 high-performance speakers

Material: Aluminium speaker grilles

Amplifier: BeoCore Class-D amplifier incl. Digital Signal Processing (DSP) and ICEpower converter technology; 16 channels and 1,200 watts total output

3. To guarantee your customers the best and most natural sound experience, invite them to take a seat in the car. To enable optimum sound performance, make certain that all doors and windows of the vehicle are closed.

In the car:

4. Highlight the exclusive illumination of the speakers when turning on the audio system.

5. Be sure to use high-quality music sources for the sound demonstration – and no radio.

6. Tastes are different: Select different songs from different genres.

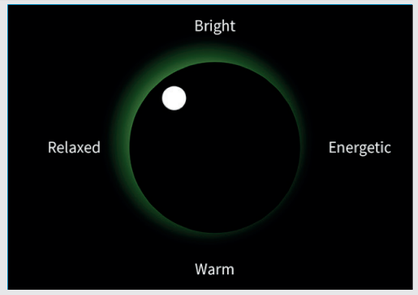
7. Make sure to demonstrate the Bang & Olufsen BeoSonic "One Touch Experience" as a new emotional way of adjusting the sound.

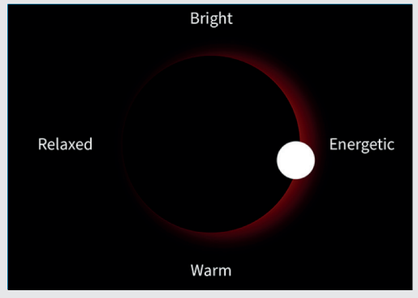
Bang & Olufsen BeoSonic allows the driver an easy-to-use audio adjustment interface integrated into the multimedia system of the Bentley Continental GT. By moving the white marker, the user chooses between the four different spaces Bright, Energetic, Warm, and Relaxed – depending on the current mood.

Sound field. Moving the white marker on the fixed x- and y-coordinates creates the unique sound desired.

Colour. Background colour palette reflects the current sound.

Distance. Pinching the white marker adjusts the surround intensity. Additional settings can optimise the whole system for only front or only rear seats, as well as for all seats.





8. Use the music as an "emotionaliser" in sales talks, and let the customers connect their smartphones with the car to choose their favourite music. Doing this allows the customer to learn how to pair the devices, and it also demonstrates how easy the Bang & Olufsen sound system is to use.