

March 2013

Concert for one

Bowers & Wilkins launches P3 headphones in blue

P3 mobile hi-fi headphones are now available in a bold blue finish. P3 features custom-made drive units for detailed, natural sound, and are perfect for listening on the move, thanks to their rugged, yet lightweight construction and foldable design. Also available in white or black.



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Bowers & Wilkins is pleased to announce that the award-winning P3 headphones are now available in an exciting new blue finish. P3 in blue join the black and white finishes already available in this high-quality, highly-portable headphone.

With close to five decades' accumulated acoustic and design excellence behind it, P3 represents a new high in affordable mobile headphone performance. As you'd expect from Bowers & Wilkins, P3's high-performance sound is the result of countless hours of testing and tuning with some of the best, most experienced engineers and listeners in the business.

Portable and light, yet rugged, P3 is built from aluminium and durable rubber, folds up for easy storage, and stows away into its own compact hard-shell carry case — which is blue to match the headphones.

P3 comes with a choice of cables: one with a remote/microphone attachment that works seamlessly with your iPhone; and another that ensures compatibility with all other mobile phones and MP3 players. Swapping cables is easy, and simply involves popping off the replaceable ear pads.

The combination of high-performance, considered features, and smart design make P3 the headphones of choice for people who demand great sound on the move.

Bowers & Wilkins P3 headphones in Blue are available May priced \$199.99.

Bowers & Wilkins P3 headphones in Black or White are available now priced \$199.99.

Bowers & Wilkins P5 Mobile Hi-Fi Headphones are available now priced \$299.95

Bowers & Wilkins C5 in-ear headphones are available now priced \$179.00

Notes to editors

For more information, brochures, high-resolution images, please contact John or Lucette Nicoll, Nicoll Public Relations, Inc., 781-762-9300, John or Lucette@nicollpr.com.

Download high-resolution images from www.nicollpr.com/bw_press.html

About Bowers & Wilkins

Bowers & Wilkins is Britain's leading exporter of loudspeakers and the number one imported brand in North America. Since 1966, Bowers & Wilkins' "Quest for Perfection" has resulted in a succession of technical loudspeaker innovations that have satisfied the world's most demanding listeners. Its products' rave reviews and universal acceptance as monitors for classical music recording have helped Bowers & Wilkins become the dominant premium loudspeaker company throughout the world.

www.bowers-wilkins.com

Listen and you'll see.

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