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**Aston Martin announces Bowers & Wilkins as official**

**audio partner**

* DB12 is the first Aston Martin to offer the newly developed Bowers & Wilkins Surround Sound System
* 15-speaker, double amplified 1,170W surround sound system in tune with DB12’s core values of high-performance and ultra-luxury
* Sensorially supercharged, the immersive quality of the audio system is achieved by close co-operation between Aston Martin and Bowers & Wilkins’ engineers
* Bowers & Wilkins audio system to feature in future Aston Martins over the coming years

**30 May 2023 – Worthing / Gaydon, UK:** Debuting in the new DB12, Aston Martin drivers will be able to enjoy the newly developed Bowers & Wilkins Surround Sound System in their cars for the first time, as two iconic British brands announce an exciting new audio partnership.

In the pursuit of the ultimate sensory experience, Bowers & Wilkins’ and Aston Martin’s world class engineering teams worked together to develop an optional surround sound system upgrade. Taking technologies and innovations found in Bowers & Wilkins’ industry-leading loudspeakers and audio products, this bespoke system has been acoustically engineered to deliver a truly spectacular listening experience.

High-performance proprietary technologies, such as Aluminium Double Dome tweeters and Continuum® mid-range drive units, give this 15-speaker, double amplified 1,170W surround sound system a balanced and accurate sound. Meanwhile, dedicated 3D headline speakers and a powerful subwoofer ensure the most enthralling sound experience possible in an Aston Martin.

Sensorially supercharged, the immersive quality of the high-end performance audio system is achieved by perfect location, direction and symmetry of the speaker positions, which have been meticulously built deep into the fabric of the DB12; something that has been achieved by close co-operation between Aston Martin and Bowers & Wilkins’ engineers.

Launched at a stunning premiere during the Cannes International Film Festival on 24 May 2023, DB12’s core values of high-performance and ultra-luxury are spearheading Aston Martin’s next generation of sportscars. As such it heralds a new era. One which will see all Aston Martin models characterised by prodigious performance, seamless integration of advanced technologies and the sublime style and exemplary craftsmanship for which the brand has been renowned.

Fittingly, throughout the development process of the audio system between Aston Martin and Bowers & Wilkins, it was clear from the outset that the two iconic brands encapsulate these characteristics, sharing the same brand values, with a focus on technical innovation and a passion for high performance.

Celebrating this shared vision, the launch of DB12 appropriately ushers in the start of the official partnership which will yield further collaboration, striving for heightened levels of performance.

Aston Martin DB12  
Billed as the world’s first Super Tourer, DB12 is defining its own new category of one.

DB12 delivers a quantum shift in sporting character and dynamic capability, combining a scintillating driving experience with exceptional refinement, state-of-the-art technology and indulgent luxury.

Blessed with exceptional performance and handling to satisfy and reward the most demanding drivers, its meticulously honed chassis is perfectly matched to a class-leading 680PS/800NM V8 Twin-Turbo powertrain. The result is an energised Aston Martin that shines with authenticity, capability and passion to deliver a driving experience that’s second to none.

The announcement of DB12 comes as Aston Martin celebrates two significant milestones in 2023; Its monumental 110th anniversary and 75 years of the illustrious DB model line.

About the Bowers & Wilkins Surround Sound System

The Bowers & Wilkins Surround Sound System, offered as an option for the first time ever in an Aston Martin, is centred around a configuration of 15 loudspeakers, a 14-channel amplifier and state-of-the-art sound processing technology.

5x Bowers & Wilkins 25mm Nautilus™ Aluminium Double Dome tweeters

Located in the dashboard, doors and behind the B-pillar, Bowers & Wilkins Nautilus™ Aluminium Double Dome tweeters are derived from the iconic Bowers & Wilkins Nautilus™ loudspeaker, with spiralling diffusion channels that soak up reflected sound from the rear of each tweeter drive unit. Resonances are reduced to a minimum for an incredibly detailed and engaging listening experience, where you hear only the audio that is part of the performance.

5x Bowers & Wilkins Continuum® mid-range speakers

Positioned in close proximity to the tweeters, the 100mm Continuum® mid-range speakers represent the result of eight years’ development, delivering a great step forward in midrange speaker performance. The authenticity and precision in the reproduction of voices and instruments creates a truly realistic sound throughout the DB12, for all occupants. Based on the principle of control and optimised flexibility, the woven composite construction is carefully damped to absorb unwanted resonance resulting in a cleaner midrange sound with lower unwanted noise, resulting in a more open, neutral performance.

With its beautiful silver finish, the Continuum™ Cone is as visually appealing as it is technologically advanced.

Tweeter-on-Top technology

Tweeter-on-Top technology sees the tweeter separated from the rest of the cabinet to reduce coloration. Within a car, it also minimises acoustic reflection from the windscreen, instead directing sound directly at the occupants. The result is improved clarity of the system, resulting in a sound that is more detailed, clear and natural. Three mounted tweeters sit proudly on the dashboard of the DB12 completing the highly stylised interior.

The new partnership promises to deliver a heightened level of performance, technology and driver involvement by extending the Aston Martin experience to car audio and music – a key component of the thrill of driving.

Marek Reichman, Executive Vice President & Chief Creative Officer at Aston Martin, said: “In this new dawn of our next generation sportscars, precisely crafted couture-level interiors are crucial to the delivery of a totally immersive, emotional, human experience. The pure sound of our engines alone already delivers visceral emotions and sensations. And now, with the addition of truly perforating sound being delivered so clearly through the newly developed audio system, we’ve harmonized our interior designs with new innovation and tech, so our drivers feel the energy, feel the calm, feel the luxury, all at once. Bowers & Wilkins has delivered a system that both meets these design ambitions and ensures that it looks as striking as it sounds. Drivers may wield it as they wish to create their own perfect experience”.

Dan Shepherd, Vice President of Licensing and Partnerships at Bowers & Wilkins, said, “The alignment of Bowers & Wilkins with Aston Martin is an entirely natural one, with both celebrating their British heritage while being renowned for innovation and creating thrilling experiences. As well as car-audio integration, this exciting new partnership will also lead to elevated brand co-operations in the future. We proudly look forward to the next chapter.”

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**About Aston Martin Lagonda:**

Aston Martin’s vision is to be the world’s most desirable, ultra-luxury British brand, creating the most exquisitely addictive performance cars.

Founded in 1913 by Lionel Martin and Robert Bamford, Aston Martin is acknowledged as an iconic global brand synonymous with style, luxury, performance, and exclusivity. Aston Martin fuses the latest technology, time honoured craftsmanship and beautiful styling to produce a range of critically acclaimed luxury models including the Vantage, DB12, DBS, DBX and its first hypercar, the Aston Martin Valkyrie.

Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 56 countries around the world. Its sportscars are manufactured in Gaydon with its luxury DBX SUV range proudly manufactured in St Athan, Wales.

Lagonda was founded in 1899 and Aston Martin in 1913. The two brands came together in 1947 when both were purchased by the late Sir David Brown, and the company is now listed on the London Stock Exchange as Aston Martin Lagonda Global Holdings plc.

2020 saw Lawrence Stroll become the company’s Executive Chairman, alongside significant new investment, a move that led to Aston Martin’s return to the pinnacle of motorsport with the Aston Martin Aramco Cognizant Formula One™ Team and commenced new era for the iconic British marque.

**About Bowers & Wilkins:**

Bowers & Wilkins, founded in the U.K. in 1966, has been at the forefront of high-performance audio technology for more than 50 years. It designs and manufactures precision home speakers, headphones, custom installation and performance car audio products that set new standards for innovation and sound quality, earning countless awards and accolades from the world’s leading recording studios and musicians. Bowers & Wilkins’ reputation is based on the unwavering pursuit of the best possible sound and an unsurpassable music listening experience.

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