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Celebrating a unique 45-year relationship

Bowers & Wilkins and Abbey Road Studios announce the 801 Abbey Road Limited Edition – a fitting celebration of one of the most enduring and influential collaborations in British recording history.

* **Offered in an exclusive production run of just 140 pairs, the 801 Abbey Road Limited Edition is a reference-quality loudspeaker based on the acclaimed 801 D4 Signature**
* **Each pair is finished and trimmed in homage to the unique studio spaces and**

**legendary musical instruments that have helped define Abbey Road’s**

**role in the recording industry as ‘the home of music making’**

* **Every pair sold includes a specially commissioned book detailing the rich history**

**of both Abbey Road and Bowers & Wilkins**

**Worthing, UK, 18th June: Bowers & Wilkins and Abbey Road Studios are proud to announce the 801 Abbey Road Limited Edition loudspeaker, a celebration of the unique 45-year relationship between two of the most iconic names in sound.**
**Inspired by the home of music making**
Since opening its doors in 1931, Abbey Road Studios has been instrumental in shaping the landscape of popular music. Its unique spaces have inspired generations of artists and composers to create era-defining work, while its skilled engineering team have reinvented

the way music is created and heard, from the ground-breaking invention of stereo and Artificial Double Tracking (ADT), to countless technical innovations which have helped

define modern music recording.

**Engineered for Excellence**

Bowers & Wilkins has been a by-word for high-performance sound since it was founded in Worthing, UK in 1966. From the start, company founder John Bowers had a singular belief when it came to loudspeaker design. This remains at the heart of the company he founded almost 60 years later: a high-fidelity loudspeaker should be to the ear what a flawless pane of glass is to the eye; allowing the clear passage of a sensory image, uncorrupted and faithful in every nuance to the original. Bowers & Wilkins calls this ‘True Sound’.

In 1980, John Bowers visited Abbey Road Studios to demonstrate his new design, the 801 – the first of what he described as "a new generation of loudspeakers designed for both the professional and the exceptionally critical listener." Designed to be the ultimate loudspeaker for hi-fi enthusiasts, the 801 was also specifically developed to be accurate enough for use in professional studios. The engineers at Abbey Road immediately understood its value, and adopted it as their monitor of choice, becoming the first recording studio in the world to use the 801 full time.

This marked the start of an enduring and incredibly fruitful 45-year relationship. Since 1980, six successive generations of Bowers & Wilkins 800 Series loudspeakers have graced and been embraced by the world-class studio engineering team in Abbey Road’s control rooms.

**Introducing the 801 Abbey Road Limited Edition**

The 801 Abbey Road Limited Edition is a celebration of this unique 45-year relationship.

It takes the very best loudspeaker Bowers & Wilkins currently makes, the flagship 801 D4 Signature, and reframes it in homage to the world’s most iconic recording studio.

The 801 Abbey Road Limited Edition boasts a carefully crafted Vintage Walnut cabinet inspired by the studios’ iconic interiors and the countless iconic musical instruments that have enriched recordings at Abbey Road over the decades. Complementing this unique wooden finish is a bespoke red Leather by Connolly trim that references both the aesthetic of the control room in Studio Two, arguably the world’s most famous individual studio space, and the red leather chairs used by generations of performers throughout Abbey Road. The design also includes a unique identifying plate on its rear panel, designed to mark its status as one of just 140 pairs of loudspeakers being produced. Buyers will also receive a unique, specially commissioned book that details the history of the two brands and their collaboration, featuring never-previously published photography.

Commenting on the launch, Giles Pocock, Vice-President of Brand Marketing for

Bowers & Wilkins, said “I couldn’t be more thrilled to bring this story to the market.

We’re immensely proud of our partnership with our friends at Abbey Road and we think

the 801 Abbey Road Limited Edition is the perfect way to celebrate that.”

Jeremy Huffelmann, General Manager for Abbey Road, added “Abbey Road’s relationship with Bowers & Wilkins is a decades-long celebration of sound and technology. I’m delighted we have collaborated to create the 801 Abbey Road Limited Edition together, honouring our shared history with an outstanding representation of the values, heritage and credibility of both our brands.”

Available to order now for £55,000 | €60,000 | $70,000, the 801 Abbey Road Limited Edition is the ultimate expression of high-performance engineering, iconic music heritage and timeless craftsmanship. It serves as a fitting celebration of one of the most important and influential collaborations in British recording history.

**Notes to Editors**

**About Bowers & Wilkins**

Bowers & Wilkins, founded in the U.K. in 1966, has been at the forefront of high-performance audio technology for almost 60 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. Learn more at [www.bowerswilkins.com](http://www.bowerswilkins.com).

**About Abbey Road**

Abbey Road is the home of music making. We’re the world’s first and most iconic recording studio, and a leader in sonic innovation, with the experience and craft to bring out the best music in any vision or idea. For 93 years we’ve welcomed the artists who have shaped music and popular culture. From the greats - The Beatles, Fela Kuti, Pink Floyd, Kate Bush, Yehudi Menuhin, Massive Attack, Amy Winehouse, Oasis, Nick Cave, Stevie Wonder and Shirley Bassey, to the legends of today - Lady Gaga, Little Simz, The Smile, Florence, Dave, Sheku Kanneh-Mason, Frank Ocean, Ezra Collective, Sam Smith, Morgan Wallen and Stormzy.

Once a nine-bedroom house, we’re now a global community of artists, experts, inventors and engineers, whose technology and expertise can be accessed from anywhere in the world. Alongside our studios and writing spaces, we work to develop ground-breaking technology that continues to change the future of music making. And through our learning and events, we’re creating one-off experiences and empowering a new generation of talent. This home has created soundtracks to nights in, nights out, heartbreaks and first loves. Epic adventures and life-affirming stories. We’ve been home to the greatest film music of the last 45 years. From Raiders of the Lost Ark, the Star Wars and Harry Potter movies, and The Lord of the Rings and The Hobbit trilogies, to Barbie, Gravity, The Shape of Water, Tar, Wakanda Forever, Frankenstein and all the Marvel titles. Across genres, generations and continents, Abbey Road helps music makers move the world. Come on in.

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