

BANG & OLUFSEN INTRODUCES A NEW COLOURWAY TO ITS SPORT COLLECTION

PRESS RELEASE



Pricing & Availability

Beosound A1 2nd Gen (RRP 250 EUR / 200 GBP / 2000 DKK) and Beoplay E8 Sport (RRP 350 EUR / 300 GBP / 2750 DKK) in Anthracite Oxygen are available in Bang & Olufsen stores and online from 3rd June.

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As part of its sport collection, Bang & Olufsen is pleased to announce the addition of Beosound A1 and Beoplay E8 Sport in a fresh colourway, Anthracite Oxygen. Key design details are accentuated with oxygen blue to provide a contrast against the black anthracite colour, creating a sophisticated finish when you are exercising.

Bang & Olufsen's award-winning, second-generation, portable Bluetooth speaker is IP-67 certified meaning it is dustproof and waterproof. Boasting up to 18 hours of playtime, Beosound A1 has true 360-degree omnidirectional powerful sound, built-in Alexa and a three-microphone array giving a great speakerphone experience. The inclusion of a strap allows you the option to hang the speaker whilst you work out or place it by your side for yoga sessions.



Beoplay E8 Sport stands out by bringing world class audio and design to a set of sports earphones housed within a wireless charging case. Performance driven materials from the sports universe, such as rubber and textured silicone are combined with oxygen blue aluminum details to add precision and elegance. With IP57-certified waterproofing, the earphones are completely resistant to water, allowing you to focus solely on your training.



Beoplay E8 Sport's all-day battery performance means that the earphones' playtime will long outlast your session. The battery lasts for up to seven hours per charge while the sleek, silicone-coated case provides three additional charges, giving an overall playtime of 30 hours. Bluetooth 5.1, AAC and aptX codecs ensure perfect connectivity and sound reproduction on all iOS and Android devices.



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About Bang & Olufsen

Bang & Olufsen is a luxury audio brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. For nearly a century, Bang & Olufsen has been pushing the boundaries of audio technology and the company continues to sit at the forefront of acoustic innovation.

Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship. The company's innovative and progressive products are sold worldwide in Bang & Olufsen stores, on bang-olufsen.com and in select retailers. The company employs approximately 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.