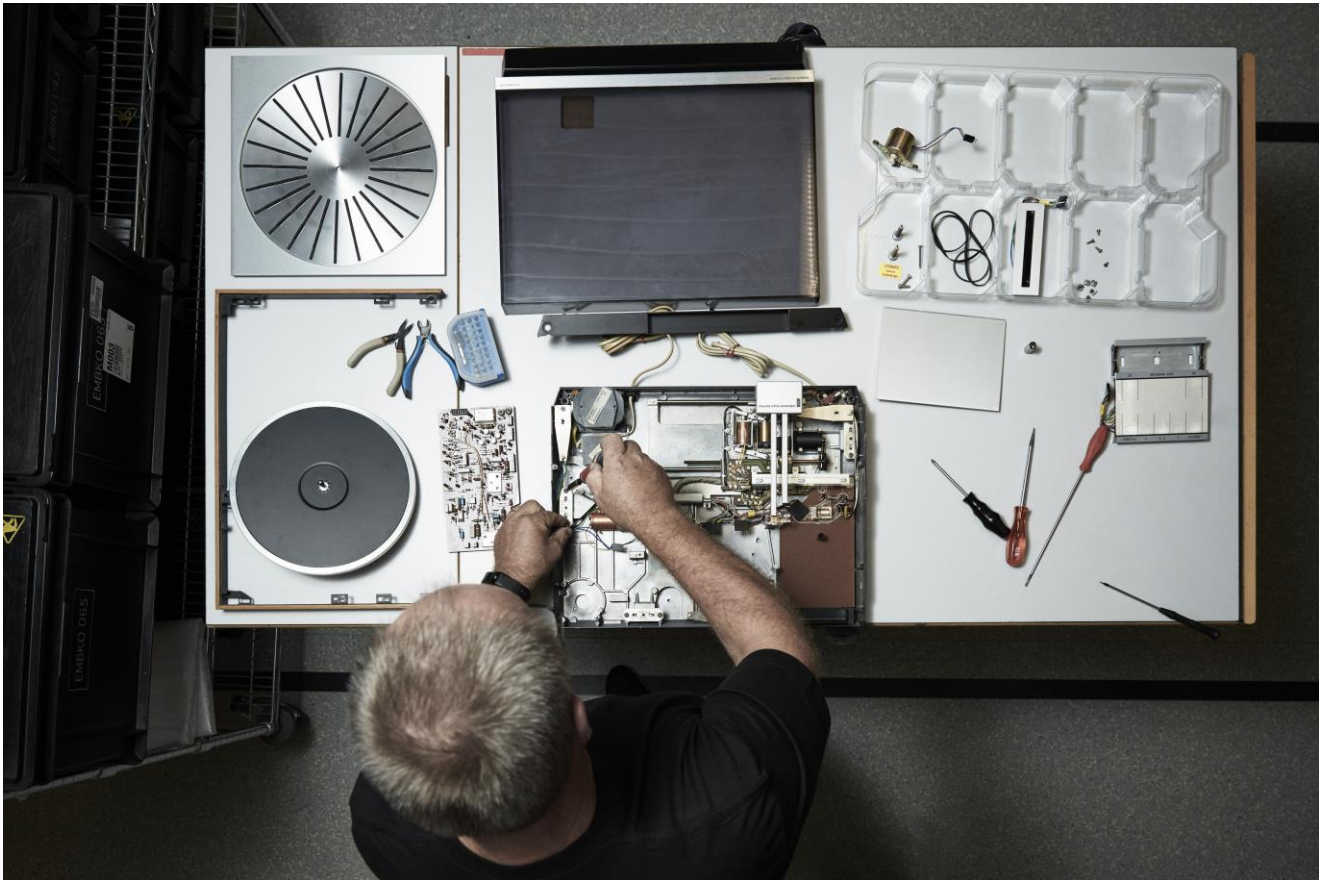


Design for Longevity:

Pilot Initiative Breathes New Life into Bang & Olufsen Classics



The first initiative is the Beogram 4000 series turntable from 1972. Designed by Jacob Jensen and part of the Permanent Collection at MOMA in New York.

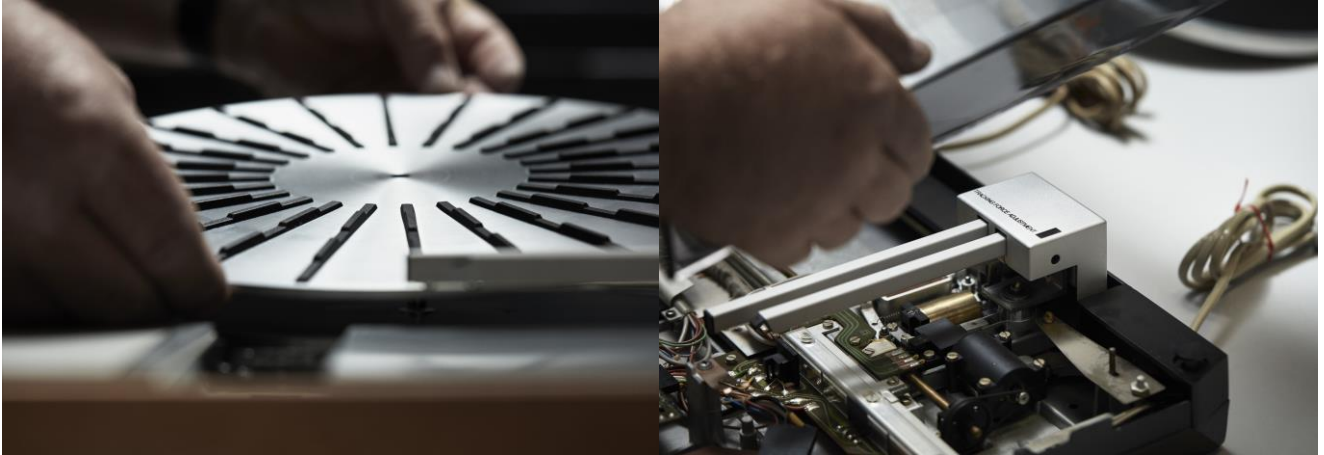
Bang & Olufsen today showcased a new pilot project called 'Classics' that aims to refurbish, restore and recreate some of the company's most iconic heritage products.

"In our Classics pilot, we are exploring Design for Longevity, which is one principle of the circular economy framework, aiming to preserve the heritage and value of some of our most iconic products from previous decades. We know that people are still using and displaying Bang & Olufsen products in their homes 25, 35 and even 45 years after they were created, which is quite unique in our industry", says Product Manager Mads Kogsgaard Hansen, who is heads up the Classics pilot at Bang & Olufsen and continues:

"Exploring and understanding how to extend the lifespan and relevance of audio products that people already appreciate helps us to define evidence-based principles for emotional durability, long-lasting craftsmanship, connectivity obsolescence and timeless design, which has environmental benefits for our future products as well".

The first product to re-launch under the Classics initiative is the Beogram 4000 series turntable. The turntable was designed by Jacob Jensen in 1972, who wanted to create a record player which was equal parts timeless and progressive in its technical performance, whilst maintaining the Bang & Olufsen aesthetic. The result was an

electronically controlled turntable, which made it easier than ever to play records and which made use of the most advanced techniques: for instance the electronic tangential pick-up arm, which by moving in a straight angle from the end of the record player always played the record at the correct angle – that which is was created with in the factory – and which also made it more “dance proof” than any other turntable on the market at the time.



Refurbished, restored and recreated

Bang & Olufsen has already begun the exploration of how to refurbish, restore and reimagine the Beogram 4000 series turntables, and the launch of this pilot initiative is expected during 2020. The original products have been identified, sent to the company’s manufacturing and laboratory in Struer, where they are carefully disassembled and manually inspected. What then follows is a thorough refurbishment and restoration of moving mechanics and electronic parts to ensure that the product can integrate with current technology in a contemporary home. According to Product Manager Mads Kogsgaard Hansen, the new turntables will have additional design elements that did not feature on the original Beogram 4000 series:

“Every single part of the refurbishing process is done by hand, so you can only imagine the level of craftsmanship and attention to detail that goes into every single turntable. During this process, our engineers and designers came up with brilliant ideas that reimagine some elements of the turntable, while staying true to the original design intent. We cannot wait to share these details when the turntable is ready for re-launch later this year”.

Pricing and availability

Pricing and availability of the refurbished, restored, and recreated Beogram 4000 series turntables will be enclosed at the official announcement. The turntables are expected to launch in limited quantities during 2020. For more information, follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using **#BangOlufsen**

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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 700 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.