

## **RAPHA + BANG & OLUFSEN TAKE INDOOR TRAINING TO THE NEXT LEVEL WITH LIMITED EDITION E8 SPORT EARPHONES**

**EMBARGOED UNTIL 9TH NOVEMBER, 11AM GMT**

[rapha.cc/product/AANOLXX](https://rapha.cc/product/AANOLXX)

Bang & Olufsen is synonymous with impeccable sound quality and craftsmanship, Rapha with performance cycling clothing. Together, Rapha and Bang & Olufsen are taking indoor training to the next level with Beoplay E8 Sport earphones purpose-built for sport. The limited-edition earphones will be part of Rapha's indoor capsule collection, providing powerful music to help increase endurance and get the most out of your training session.

On the turbo your consciousness is small. The harder you work, the smaller it gets. With the past and the future forgotten, the present moment is all that matters: the feeling of your hands gripping the bars, your sight obscured by sweat, and clarity of sound that transforms a training session into something more. No longer forced to sacrifice aesthetics for utility, Beoplay E8 Sport stands out by bringing world-class audio and design to a set of sports earphones housed within a wireless charging case. The special edition features Bang & Olufsen and Rapha's logos on the earbuds and on the pocketable, slim case that is easy to store on your ride. Performance-driven materials from the sports universe, such as rubber and textured silicone are combined with aluminium details to add precision and elegance.





Anodized aluminium in signature Rapha pink provides a contrast to the all-black design, creating a sophisticated finish. For that extra touch of magic, the connection tone has been customised to the sound of the cowbell ringing, transporting you to the crowds cheering at road races. The intuitive touch interface on the earbuds deliver fast and consistent controls, with grooves that improve grip when wet or sweaty, whilst transparency mode brings you back to reality. A variety of ear tips and fins allows you to fine-tune a secure fit for uncompromising sound quality and comfort, even when sprinting out of the saddle.

Pete Kennaugh, former professional cyclist and Olympic gold medalist who tested the earphones says: *“I absolutely love the B&O E8 sport earphones. I find music highly inspiring during my indoor turbo sessions when it can perhaps be more difficult to motivate yourself. The sound is brilliant and they fit perfectly which has always been challenging when using earbuds with the fear of them falling out but the E8 stay in your ear no matter what and can be easily paused with one touch of a finger.”*

With IP57-certified waterproofing, the earphones are completely resistant to water, allowing you to focus solely on your training. And whether that be measured in minutes or hours, the 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 in excess of 30 hours. Bluetooth 5.1, AAC and aptX codecs ensure perfect connectivity and sound reproduction on all iOS and Android devices.

*“Music has the ability to push you to your limits and achieve your ultimate training goals. We are excited to partner with Rapha to create the optimum experience for indoor training with Bang & Olufsen's first dedicated sports earphones. The Beoplay E8 Sport combines a waterproof and customizable design for comfort and support, playtime that will long outlast your session, and most essentially, exceptional sound quality in order to perform at your best”,* says Bang & Olufsen VP of Product Management Christoffer Poulsen.



### **B&O SOUND**

Two in-built microphones on either side with optimised passive noise cancellation for an authentic, powerful sound experience.

### **NO SWEAT**

Designed to withstand the toughest training session, with IP57-certified waterproofing for complete protection from sweat.

### **FIT FOR THE FASTEST**

Choose from a range of ear tips and fins for a comfortable fit that remains secure even during tough efforts.

### **GO THE DISTANCE**

Market-leading, all-day battery performance with seven hours of continuous playtime at moderate sound levels and an additional three charges in the case.

Released in very limited quantities, Beoplay E8 Sport Rapha edition will be available at [www.rapha.cc](http://www.rapha.cc), [www.bang-olufsen.com](http://www.bang-olufsen.com) and in selected Bang & Olufsen stores and Rapha Clubhouses on 16<sup>th</sup> November.

**RAPHA + BANG & OLUFSEN BEOPLAY E8 SPORT EARPHONES RRP: GBP 300 AUD 550 CAD 475 CHF 350 DKK 2750 EUR 350 HKD 3250 JPY 38000 KRW 450000 NOK 3750 SEK 3750 TWD 12250 USD 350**



*Rapha.*

**BANG & OLUFSEN**



## RAPHA INDOOR TRAINING COLLECTION

### INDOOR TRAINING T-SHIRT - MEN'S, WOMEN'S AND RCC MEN'S AND WOMEN'S

Lightweight, breathable fabric wicks sweat from your body. Looser than a base layer yet close enough to wick moisture in key areas. Sleeveless design with wide neck lets air flow around your body, keeping you cool when things heat up.

### CORE CARGO SHORTS - MEN'S AND WOMEN'S

No bibs means no sweaty fabric next on your skin. Leg pockets keep food and other essentials close to hand. Super comfortable chamois keeps you comfortable through high-intensity sessions.

### INDOOR TRAINING SWEAT CAP

Our lightest cap ever makes use of a highly ventilated spacer mesh to keep you cool and dry, and absorbent fabrics to stop sweat from spoiling your session. An internal sweat band adds to the protection, collecting moisture and keeping the cap securely in place.

### LIGHTWEIGHT SOCKS

Extremely lightweight and breathable socks designed for hot and humid conditions. Features include an open mesh construction to keep feet cool, and soft, high-wicking yarn for maximum comfort.



**INDOOR TRAINING CAP RRP: GBP 30 AUD 55 CAD 55 CHF 40 DKK 290 EUR 35 HKD 300 JPY 5000 KRW 50000 NOK 400 SEK 375 TWD 1400 USD 40**

**INDOOR TRAINING T-SHIRT RRP: GBP 55 AUD 95 CAD 105 CHF 75 DKK 510 EUR 65 HKD 540 JPY 9000 KRW 90000 NOK 750 SEK 650 TWD 2200 USD 75**

**CORE CARGO SHORTS: GBP 95 AUD 165 CAD 180 CHF 125 DKK 900 EUR 115 HKD 940 JPY 16000 KRW 160000 NOK 1250 SEK 1150 TWD 3800 USD 130**

**LIGHTWEIGHT SOCKS: GBP 15 AUD 27 CAD 30 CHF 20 DKK 140 EUR 17.5 HKD 150 JPY 2500 KRW 25000 NOK 210 SEK 190 TWD 600 USD 20**

**(ENDS)**

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***ABOUT RAPHA***

*Rapha was established in 2004 to address a need for stylish, high performance cycling clothing. It now provides products for every cyclist and continues to push the boundaries of innovation in cycle wear. Alongside this, Rapha has cultivated a global community of passionate riders who come together as members of the Rapha Cycling Club (RCC), the largest club of its kind in the world. Rapha's retail model and unique brand values come to life in its many rides and events and global network of Clubhouses that combine retail, cafés and cycling culture all under the same roof.*

***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](http://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.*



**BANG & OLUFSEN**