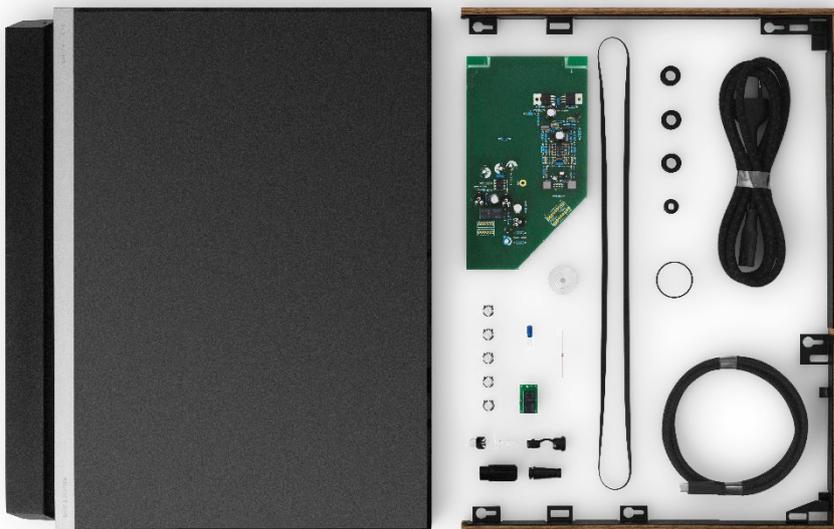


Take care of what you love:

BANG & OLUFSEN UNVEILS AN UPGRADE KIT FOR ITS 1970 SERIES TURNTABLES

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PRESS RELEASE



Launched in the 1970s, the Beogram 4000 series turntables defined the aesthetic of an era: becoming a classic with music lovers, collected by art museums and included in history books. Today, Bang & Olufsen is proud to announce the company’s first upgrade solution for its portfolio of classic products: The Beogram 4000-series Service Upgrade Kit. The new upgrade kit makes it possible for everyone who owns a vintage Beogram turntable¹ to restore and refurbish the product as well as seamlessly connect it to modern speakers.



“The new upgrade kit is part of Bang & Olufsen’s Recreated Classics initiative, which aims to restore and recreate vintage products. This is so customers can treat them as investments for generations to come”, explains Mads Kogsgaard Hansen, who is leading Bang & Olufsen’s product circularity and recreated classic initiatives.



¹ Available for Beogram 4000, 4002, 6000 and 4004.

“In 2020 we sourced, restored and recreated 95 units of the Beogram 4000-series turntables. Based on the learnings from this project, we are now able to ensure that everyone who owns a vintage Beogram 4000-series turntable can give their product a second life. We want people to have the opportunity to relive their music memories and eventually pass the turntable onto the next generation of music lovers”, continues Mads Kogsgaard Hansen.



Maintaining the essence of the original

The product upgrade will be performed as a service solution, where skilled engineers will disassemble and thoroughly inspect each turntable to make sure that it can meet Bang & Olufsen’s standards for classic products. They will then perform the product upgrade, which includes:

- A new light grey dust cover with an anodized aluminium strip made in Bang & Olufsen’s renowned Factory 5.
- Hand-crafted wood panels in two solid oak finishes (smoked and light oak) from the same partner that provided wood panels from the original Beogram turntables.
- A tailor-made RIAA pre-amplifier to allow for audio connectivity to modern speaker technology.
- Stylish fabric and signal cables.
- A refurbishment, restoration, and repainting of the steel chassis.
- A maintenance and service check where every component is either cleaned or replaced up to ensure the functionality and future-proofing of the turntable.



Pricing and availability

The Beogram 4000-series Service Upgrade Kit (EUR 5,000) is available worldwide from September 6, 2021, as a service solution. Customers who wish to upgrade their Beogram 4000, 4002, 6000 and 4004 can contact their local Bang & Olufsen store for further details.

Follow the conversation

Follow the conversation at @bangolufsen on Instagram, Facebook, Twitter and YouTube using #Beogram4000.

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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.