

## Swiss sports brand On and Danish luxury audio brand Bang & Olufsen join forces to create the ultimate running kit.



July 16 2020, Zurich – Switzerland & Struer – Denmark. Shared design philosophies and a fascination for deepening human experiences brought On and Bang & Olufsen together: running and music are fundamental ways for us to experience the world. Today sees the release of the ultimate running kit: On's latest elite-level competition shoe, the Cloudboom, alongside a limited edition of Bang & Olufsen's first true wireless sports earphones: Beoplay E8 Sport On Edition.

### **No compromises on performance.**

The Cloudboom is On's ultimate competition shoe. Created with elite athlete input, it is everything you need for your fastest marathon ever. A twin CloudTec® cushioning provides an instant fit and long-distance comfort. The Cloudboom features a carbon-fiber infused Speedboard™ to kick right through the 42.2/26.2. The single layer of engineered mesh ensures low weight and maximum breathability while a new grip-rubber compound in an advanced traction pattern is designed for optimised traction. The extreme rocker shape of the bottom unit helps the rolling motion for even more propulsive power – and a PR-shattering kick into the finish.

“It has always been a dream of mine to create the ultimate competition running shoe”, says Olivier Bernhard, co-founder of On and multiple Ironman World Champion title holder. “The Cloudboom is created with the inputs of our elite athletes who know what it takes to run your fastest marathon ever. At the same time, I love the Cloudboom's silhouette. It incorporates the core DNA of our brand - minimalist design and maximum performance - a principle we share with Bang & Olufsen.”

Bang & Olufsen's Beoplay E8 Sport On Edition earphones are housed in a compact wireless charging case that blends performance driven materials from the sports

universe, such as rubber and textured silicone, with strong and corrosion resistant anodised aluminum - a Bang & Olufsen trademark for more than 50 years. Intricate design details such as a ridged gripped detail on the earphones helps adjustments when fingers are wet and sweaty, and to avoid unnecessary stopping or distraction while running, the earphones can switch between tracks, take calls and activate Transparency Mode all with a simple tap or swipe of the finger.



This special edition features both Bang & Olufsen's and On's minimalist logos, highlighted by colour contrasting aluminum rings and a cloud pattern, seamlessly blending design and tech.

"We are excited to join forces with On Running to create the ultimate experience for runners. Beoplay E8 Sport are Bang & Olufsen's first dedicated sports earphones that combine what people are specifically looking for: a waterproof and customizable design that brings comfort to long runs and workouts, playtime that lasts way beyond the finish line and, most importantly, excellent sound quality - everyone tells us that nothing is more important than powerful music that can motivate, push you further and perform at your best", says Bang & Olufsen VP of Product Management Christoffer Poulsen.

### **Harnessing the power of sound: the sound of unstoppable**

To enhance this collaboration, On and Bang & Olufsen have crafted a complete 8D immersive experience to be discovered [here](#).

Cloudboom will be available on [www-on-running.com](http://www-on-running.com) and at selected retail partners starting July 16th 2020 at 199,95€.

Released in very limited quantities, Beoplay E8 Sport On Edition will be available on [www-on-running.com](http://www-on-running.com), [www.bang-olufsen.com](http://www.bang-olufsen.com) and in selected Bang & Olufsen stores on July 16th 2020 at 350€.

Assets available [here](#).



## **ABOUT On**

Based in Zurich, Portland, Berlin, Yokohama and Shanghai, On has taken the athletic footwear market by storm. Driven by peer-recommendation, runners are discovering the superior performance and feel of On running shoes and its award-winning CloudTec® technology. As a result, On is attracting the fastest-growing global fan community and has joined the ranks of the leading brands in the US, Europe and Japan.

A few months ago, Roger Federer joined the founders of the young sports brand to shape its future. As a true partner, he is currently helping in overseeing product development, marketing and fan experiences as well as the athlete spirit of On's high-performing culture.

On's CloudTec® sole is patented worldwide. Ten years after market launch, On is available at more than 6,000 retailers and over 55 countries in Europe, North America, South America and Asia-Pacific.

## **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.

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