

A Passion for Music and Excellence: Fernando Alonso x Bang & Olufsen



Bang & Olufsen today announced a collaboration with two-time F1 World Champion and double 24 Hours of Le Mans winner, Fernando Alonso, for a limited edition run of the Danish audio brand's new **Beoplay E8 Sport** earphones and the iconic **Beosound Edge** home speaker. The partnership marks a celebration of Fernando Alonso's pursuit to become the second driver in history to attain the legendary Triple Crown at this year's Indy 500, and came natural as music is a big part of Fernando Alonso's routine when preparing for a race as well as being a long-time fan of the brand.

"I have always used music as a training companion for maximum performance and when I mentally prepare for a race. Music helps me balance my frame of mind before getting into the car, whilst building adrenaline for the challenge ahead," says Fernando Alonso and continues:

"I wanted to partner with an audio brand that shared my enduring passion and determination for excellence. I use Bang & Olufsen products in my everyday life from my toughest training, to preparing myself for a race and relaxing in the garden with friends – so I could think of no better partner to mark this occasion and to bring this limited edition to those who harness the power of music to achieve the goals they set their minds on."

66: Fernando Alonso Beoplay E8 Sport Earphones

The limited edition Fernando Alonso Beoplay E8 Sport earphones were designed to match the livery design of the No. 66 Arrow McLaren SP car, while the superb sound quality make them a perfect choice when a driver is preparing for a race: channelling energy and focus on the task at hand whilst providing the ultimate soundtrack to balance the nerves and building adrenaline.

Fernando Alonso Beoplay E8 Sport edition have been expertly tuned by renowned Bang & Olufsen engineers to make sure that the music will push you further and perform your best. They come with thoughtful design details such as a ridged gripped detail on the earphones to help 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.



Beoplay E8 Sport has an IP57 certification that protects them totally from dust, sweat and water intrusion of up to 1 meter for 30 minutes. It comes with a variety of five removable ear tips and three fins for the perfect fit, so you can

focus on your workout with no loss of sound clarity and total security. Bluetooth 5.1, AAC and aptX codecs ensure perfect connectivity and sound reproduction on all iOS and Android devices.

The earphones come in a black wireless charging case designed with performance driven materials such as rubber and textured silicone, and a sleek aluminium inlay with the official Alonso logo. Each earphone boasts a green anodized aluminium ring that mark the touch controls and bears Bang & Olufsen's logo on one earphone and Fernando Alonso's signature on the other.

The collaboration is limited to an edition of only 66 units - 66 being Fernando Alonso's car number in the Indy 500 race this year.

14: Fernando Alonso Beosound Edge Home Speaker

The Beosound Edge home speaker has been widely recognized as a speaker that completely reimagines how people live with music. Designed in collaboration with globally acclaimed designer, Michael Anastassiades, Beosound Edge sports a ground-breaking acoustical technology named Active Bass Port. The acoustic analogy resembles that of a car's spoiler that automatically raises as the car speeds up. When playing at lower volumes, it is using the closed cabinet principle for the most accurate sound reproduction, and as you turn up the volume the Active Bass Port opens to output more energized bass. To deliver impressive bass capabilities, the Bang & Olufsen acoustic engineers have put in a huge 10" woofer bass driver on one side, which has an innovatively slim design and long excursion, while both sides of the speaker enjoy a dedicated 4" midrange and a ¾" tweeter.



The Fernando Alonso Beosound Edge home speaker allows for two placement options: on the floor as a stunning centrepiece, amplifying and blending in with the colours of the furniture standing next to it, or placed on the wall as a true gravity-defying statement that divides spaces in the home. Proximity sensors detect when you get close to the speaker, discreetly illuminating the aluminium touch interface. Adjusting the sound is as magical as the sound coming from it: you gently roll the speaker forwards and backwards to increase and decrease the volume. Softly to change the volume moderately, while a stronger touch will change it more dramatically. Let go, and it gently rolls back to its original position.

The limited Fernando Alonso Beosound Edge home speaker comes with Fernando Alonso's signature on top of the speaker right above the Bang & Olufsen logo and the official Alonso logo on the matt black fabric cover.

The collaboration is limited to an edition of only 14 speakers – Fernando Alonso's lucky number and the number of his Formula One car.

Pricing and availability

Fernando Alonso Beoplay E8 Sport Edition earphones (RRP 400 EUR/ 400 USD), complete with a premium wireless charging case, five ear tips, three ear fins and a USB-C charging cable, and Fernando Alonso Beosound Edge (RRP 3,600 EUR / 3,800 USD) will be available mid-September 2020. Consumers can sign up on www.bang-olufsen.com, www.fernandoalonso.com and www.museoycircuitofernandoalonso.com already today. To find out more, follow the conversation at @bangolufsen and @fernandoalo_oficial using #FernandoAlonsoxBangOlufsen

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ABOUT BANG & OLUFSEN

Bang & Olufsen is a global luxury lifestyle brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio 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 audio products are sold worldwide in Bang & Olufsen monobrand stores, online, and in multibrand stores. The company employs approximately 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NAS DAQ Copenhagen A/S.

ABOUT FERNANDO ALONSO

Fernando Alonso was born in Oviedo, the capital of the Spanish region of Asturias in 1981. His father was an amateur kart racer and wanted to pass on his passion to his children and built a kart for Fernando's elder sister Lorena, when she was eight. She had little interest but three-year-old Fernando was hooked and raced it whenever he could. He was seven before he could compete in karts, but he quickly won two regional titles and then the cadet title in Asturias and finished second in the Spanish series in 1991. Two years later he won the first of three Spanish Junior titles and in 1996 in Belgium was crowned Junior World Champion. He continued to race until 1999 while finished school. His talent in karting had been spotted by team owner, Adrián Campos, a former F1 driver and he was signed to race for Campos in 1999 and won the title in his first season, winning six of 16 races. In December he was given his first F1 test, by Minardi at Jerez. In 2000 he moved to Formula 3000 with Astromega team, and won at Spa to finish the season fourth in the championship. He was then signed to drive for Minardi in F1 in 2001. In 2002 he moved to Renault F1 as a test driver, knowing he would graduate to a race seat in 2003. The Renault R23 was good enough to allow Fernando to win the Hungarian GP that year. He finished sixth in the World Championship.

In 2005, Alonso won seven victories and became the youngest ever World Champion and ended five years of Ferrari domination. He would win the title a second time in 2006 with another seven victories. In December it was announced that Alonso would be moving to McLaren next year and things began well with a victory in Malaysia, his second race with the team. He would win again at Monaco and at the Nürburgring. Alonso also won in Italy and finished third in the championship, equal on points to Hamilton but with fewer second places. In November it was announced that he was leaving the team. He returned to Renault with a two-year contract. He won in Singapore and Japan. At the end of September it was confirmed that Fernando would join Ferrari in 2010. He would stay with the team for five seasons and finished second in the World Championship three times, but after a winless 2014 he gave up and signed to drive for the new McLaren-Honda combo.

By 2018 his goal was to try to win the Triple Crown, an achievement of winning the Monaco Grand Prix, the 24 Hours of Le Mans and the Indy 500, something that only Graham Hill has previously managed. He went to Indy with a McLaren-funded Andretti car and was

in the running for a win until his engine failed. Then he did a deal to race with Toyota Gazoo Racing in the World Endurance Championship in 2018-2019, a “super season” which was to last for more than a year and include two 24 Hour of Le Mans. Paired with Kazuki Nakajima and 2014 WEC champion Sébastien Buemi, he won both the 2018 and 2019 twice-around-the-clock races at Le Mans and took the championship title. In addition, he won the 2019 Daytona 24 Hours with Wayne Taylor Racing. In January 2020 Fernando Alonso faced another personal challenge: his Dakar Rally debut. In the end, the #310 Toyota came in 13th overall. A remarkable achievement for a rookie with almost zero experience in off-road racing. The Spaniard finished with good feelings and promising that if he came back it would be to win the Dakar.