

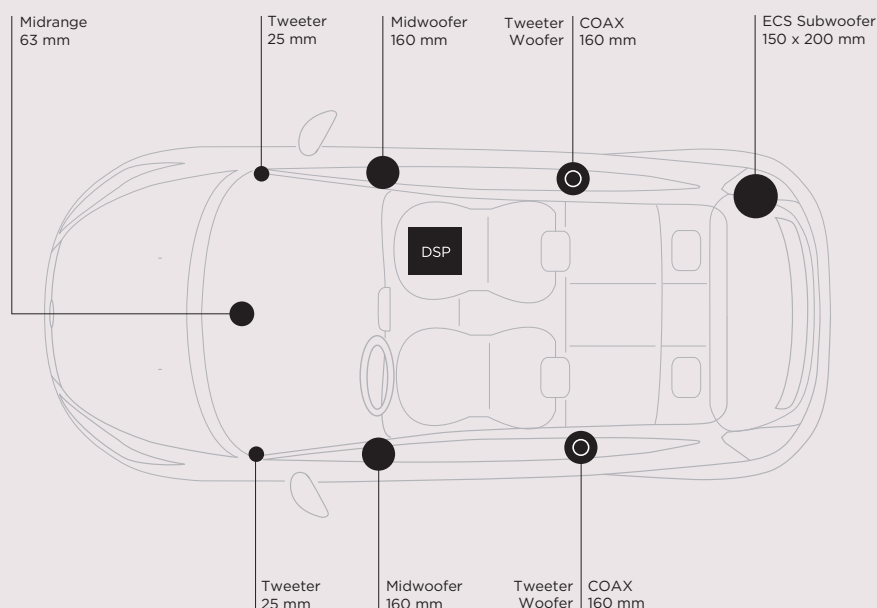
THE B&O SOUND SYSTEM IN THE FORD PUMA

# SETTING THE TONE



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Vehicle line drawing for reference only.



## BEAT DRIVER

The signature B&O sound is brought to life in the Ford Puma. A space-saving and lightweight externally coupled subwoofer (ECS) uses the vehicle as a bass enclosure to enable powerful bass performance in an efficient design.



## A LIVE EXPERIENCE

To make the listener feel like being right at the venue, the position of the tweeters in the A-pillars is adjusted in a way that generates a wider sound stage at seating level and delivers a pleasantly enveloping listening experience for all passengers in the car.



## DESIGNED TO MATCH

Inspired by Bang & Olufsen home products, the iconic speaker grille design blends seamlessly into the interior of the Ford Puma and incorporates design elements of anodized aluminum.

## TECHNICAL SPECIFICATIONS

### Speakers

10 Speakers, including an ECS (Externally Coupled Subwoofer)

### Amplifier

560 Watts  
6 ch A2B Amplifier  
Digital Signal Processing (DSP)

### DSP Features

Adaptive Volume  
Surround Sound  
Power Manager

### Tuning

Ford Puma has undergone static and dynamic sound tuning to ensure that the listening experience in a stationary state is maintained while driving, regardless of the driving conditions.

## DESIGN SPECIFICATIONS

### Design Theme

Radial Design

### Design Elements

Derived from the iconic product design of the Bang & Olufsen home products.

The radiating hole pattern supports the acoustic transparency.

Anodized aluminum badges engraved with the B&O logo elegantly identify the B&O Sound System.

SOUND DESIGN BY 