

This Summer, music will make you go further:  
**Bang & Olufsen Announces Beoplay E8 Sport**



Designed to improve performance through music, and launched during a time where most exercise is performed outside, Bang & Olufsen takes its first venture into sports with the announcement of the true wireless earphones Beoplay E8 Sport. Beoplay E8 Sport combines Bang & Olufsen's renowned sound performance and craftsmanship with design details and product features requested by professional athletes and casual runners, who harness the power of music to achieve the goals they set their minds on.

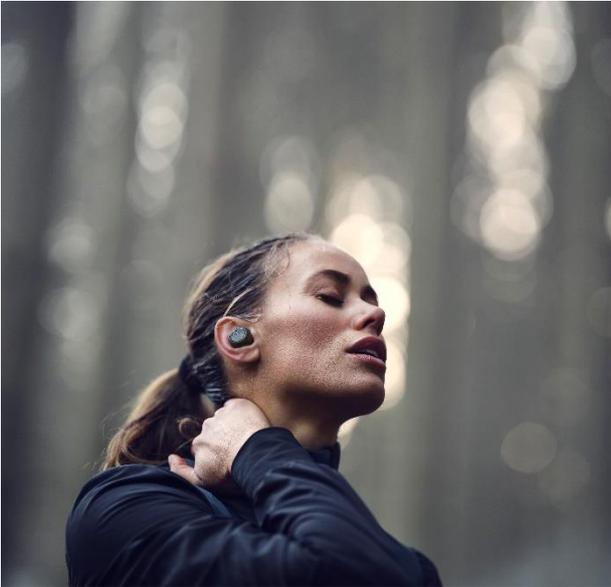
"There are three elements that people are specifically looking for in a set of sports earphones: a waterproof and customizable design that brings comfort to long runs and workouts, playtime that lasts way beyond the finish line and, most importantly, excellent sound quality - everyone tells us that nothing is more important than powerful music that can motivate, push you further and perform at your best", says VP of Product Management Christoffer Poulsen.



### **High performance and high aesthetics**

No longer forced to sacrifice aesthetics for utility, Beoplay E8 Sport stand out by bringing world class audio and design to a set of sports earphones with no compromises on performance. The 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 that has been a Bang & Olufsen trademark for more than 50 years.

The earphones come with the anodised aluminum ring that defines Bang & Olufsen's true wireless earphone range and the etched Bang & Olufsen logo has been redesigned to seamlessly merge the sporty with the sophisticated. Thoughtful 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.



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.

#### **Pricing and availability**

Beoplay E8 Sport (RRP 350 EUR / 300 GBP / 2750 DKK / 350 CHF / CNY 2698) comes complete with a premium wireless charging case, five ear tips, three ear fins and a USB-C charging cable. The earphones are launching in Oxygen Blue and Black and will be available on [www.bang-olufsen.com](http://www.bang-olufsen.com), in Bang & Olufsen stores and select third-party retailers from July 9, 2020. To find out more, follow the conversation at @bangolufsen on [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#) using #BeoplayE8Sport

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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](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.