

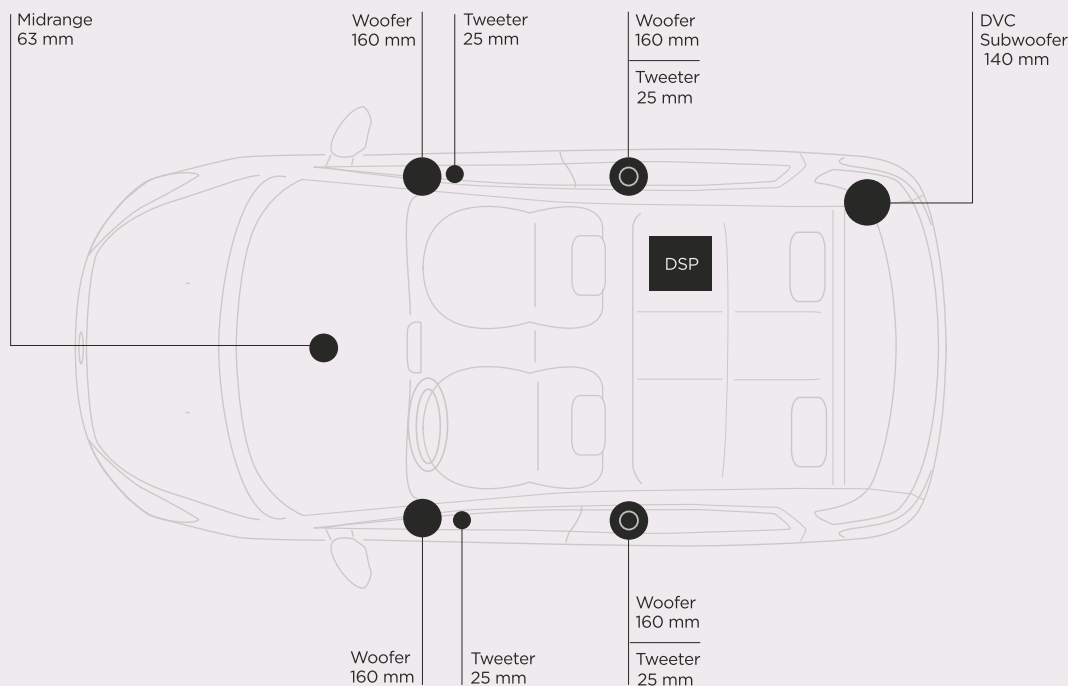
THE B&O PLAY SOUND SYSTEM IN FORD ECOSPORT

# WHEN ROAD AND MUSIC PLAY TOGETHER



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Vehicle line drawing not indicative. Graphic for guidance only.



**MUSIC CAN TRANSFORM YOUR LIFE**  
The B&O PLAY Sound System delivers a premium sound experience that is unique in this car segment. The rich and powerful sound provides pure listening pleasure for all passengers in the car.



**THE PERFECT SOUND FOR EVERY DRIVE**  
During hundred hours of tuning, the sound system is perfectly adjusted for every kind of drive so that the sound experience is always on a constantly high level - whether commuting in city traffic or cruising along the country road.



**DESIGNED TO TOUCH THE SENSES**  
The attractive B&O PLAY brand is clearly visible inside the car as the iconic speaker grill design works together with the car's interior design and maintains a clear B&O PLAY identity.

## TECHNICAL SPECIFICATIONS

### Speakers

10 high-performance speakers  
9 channels

### Amplifier

675 Watts  
Digital Signal Processing (DSP)

### DSP Features

Adaptive Volume  
Surround Sound  
Power Manager

### Tuning

Static and dynamic sound tuning to ensure that the listening experience from a stationary car is maintained, regardless of the driving conditions

## DESIGN

### Design Theme

Radiating Design

### Design Elements

Derived from the iconic product design of the B&O PLAY consumer products.

Aluminum logo badge, chamfered, anodized in gray, and carrying engraved B&O PLAY logo.

Radiating hole pattern supporting acoustical transparency.

Holes at the edge gradually decreasing in size in order to blend in seamlessly.

