



BOSE RIDE® SYSTEM II DELIVERS NEW FEATURES, MORE FUNCTIONALITY FOR TRUCK FLEETS AND DRIVERS

February 15, 2015 -- Today, Bose introduced the next generation of its Bose Ride® truck seat suspension system, offering new features and functionality including new ride-control options, improved seat-top ergonomics, and a built-in driver orientation training module. Based on feedback from Bose Ride owners and fleets, as well as ongoing company research, these new capabilities are designed to deliver the benefits of dramatically reduced fatigue and pain to more truck fleets and drivers.

"With the Bose Ride system II, more drivers can feel safer, recover faster, and expect a longer driving career, while traveling over more varying road conditions," explained Mike Rosen, Bose Ride chief engineer and general manager. "The Bose Ride system II is now an even better tool for fleets looking to improve their business performance."

New Three-Position Ride Control Selector

The new Bose Ride system II offers a three-position Ride Control selector, allowing drivers to customize their ride throughout the day. For these settings, three Bose® control algorithms were developed and extensively road tested to ensure that the Bose Ride system II is effective for more trucking applications, with more drivers, and covering a greater range of road and surface conditions.

- The "Soft" setting provides the smoothest ride with maximum protection from dangerous road-induced shaking.
- The middle setting delivers an experience of gently following the road contours, while protecting the driver from shaking and bumps. This provides a slightly firmer ride than the Soft setting. And for drivers who haven't experienced the Bose Ride system before, this setting may be preferable as they begin using the product.
- The "Firm" setting protects the driver while adapting the ride for very rough on-road and many off-pavement environments, providing the best defense against bottoming in harsh conditions. This setting also offers drivers with years of air-suspension seat experience a more familiar feel as they transition to the improved performance of the Bose Ride system.

New Seat-Top Ergonomics, New Built-in Driver Orientation

The Bose Ride system II also incorporates improved seat-top ergonomics for better adjustability. These improvements include wider fore-aft and seat-back angle ranges, providing added comfort for more drivers. A new built-in driver orientation module allows first-time users to understand how to get the most out of the Bose Ride system, before they hit the road. Upon activating the orientation, the system uses Bose's proprietary high-speed electromagnetic motor as a speaker to play an informational audio track, while providing the motion necessary for the driver to experience what to expect from the system when driving.

The seat top is engineered and produced by Sears Manufacturing -- well-established experts in providing seat tops for agriculture, construction, material handling equipment, and on-the-road trucks.

The Bose Ride System Story

Originally launched in 2010, the Bose Ride system redefined the performance of truck seating suspension by cancelling the road-induced shaking, bumps, and jolts that can harm drivers. As with the original version, the Bose Ride system II includes advanced technologies and components that are designed to remove most road disturbances before they reach the driver by sensing, analyzing, and counteracting the forces from the road. This is made possible by a high-power, regenerative electromagnetic motor, a high-speed, truck-grade computer, and precision sensors built into the suspension base. And it's engineered to last one million maintenance-free miles. Today, the Bose Ride system is used by fleets across the United States and Canada.

Availability and Pricing

The Bose Ride system II for aftermarket installation is available for purchase from Bose beginning April 1, 2015. Volvo versions of the Bose Ride system II will be available in new Volvo trucks later this spring.

For fleets purchasing 100 or more systems from Bose, the per-unit price is \$2,995 plus delivery and installation. Pricing for 10-99 units is \$3,695 plus delivery and installation. Single-system purchases and volume pricing up to nine units is also available. All systems purchased directly from Bose come with a 60-day money-back Bose Performance Guarantee, a four-year full parts and labor warranty on the suspension base, and a one-year warranty on the seat top. For more information, visit BoseRide.com.

About Bose Corporation

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research with one fundamental goal: to develop new technologies with real customer benefits. Bose innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go and in public spaces have become iconic. From the company's home entertainment systems and Wave® music systems, to high-quality audio and noise cancelling headphones, digital music systems, Bluetooth® speakers, and professional audio, Bose has changed the way people listen to the music.

Bose Corporation is privately held. The company's spirit of invention, passion for excellence, and commitment to extraordinary customer experiences can be found around the world -- everywhere Bose does business.

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