



## BOSE® TO PROVIDE BETTER SOUND TO MERCEDES AMG PETRONAS FORMULA ONE® TEAM

11 March, 2015 - Today, Bose® and the MERCEDES AMG PETRONAS Formula One® Team announce a new partnership ahead of the 2015 Formula One® season. As the Official Team Partner in Sound, Bose joins the reigning Formula One Constructors' Champions as they pursue the defence of their title.

The new partnership with MERCEDES AMG PETRONAS includes the team using a range of the latest Bose products, both at and away from the race track, including the QuietComfort® headphones and SoundTouch™ wireless music systems. Bose branding will also appear on the race overalls and helmets of the team's drivers, Lewis Hamilton and Nico Rosberg, and on the pit crew helmets and team clothing.

"We're excited to join MERCEDES AMG PETRONAS Formula One Team as we share a similar passion for performance and commitment to excellence," said Colette Burke, Vice President, Bose Europe. "The proprietary technology found in our products will help the team as they prepare, travel, and perform together at every global F1 race."

Toto Wolff, Head of Mercedes-Benz Motorsport, added "Being part of a Formula One team is a demanding lifestyle, so we are delighted to be partnering with Bose ahead of what should be an exciting new Formula One season. Benefitting from Bose's industry-leading products in sound will become an important part of our routines, with our travelling personnel already enjoying an improved experience on long journeys around the world with the benefit of Bose's QuietComfort noise cancelling headphones."

Through global sports partnerships such as MERCEDES AMG PETRONAS Formula One Team, National Football League (NFL) and Rory McIlroy, Bose aims to demonstrate where better sound matters and be part of fans conversations in unique and innovative ways.

### **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 solutions, Bose has changed the way people listen to 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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