



BOSE® PERFORMANCE SERIES SOUND SYSTEM DEBUTS IN 2017 INFINITI Q60 SPORTS COUPE

World Introduction of Latest Bose Automotive Offering

October 3, 2016 -- Today, Bose introduces its first-ever Performance Series automotive sound system, debuting in the all-new 2017 INFINITI Q60 sports coupe. Bose® Performance Series is a new category of sound systems, reserved for select premier sports and luxury cars, and designed to deliver an intense, exhilarating audio experience for all vehicle passengers.

“There’s a special feeling that comes from a driver’s car like the INFINITI Q60,” said Marc Mansell, vice president, Bose Automotive Systems. “Whether it’s the growl of the engine when you hit the ignition or when you hug a curve, it’s way more than driving. And when you add music that sounds better than you could’ve ever imagined, it gets even more thrilling. That’s why we created Bose Performance Series. It’s not about system specs -- anyone can win a numbers game. The Bose Performance Series system is about the experience.”

ARCHITECTING A HIGHER-PERFORMING SOUND SYSTEM

To achieve Performance Series status, the 13-speaker Bose system in the new Q60 had to meet stringent hardware, software, and industrial design requirements set by Bose and INFINITI. Bose engineers also developed an all-new system architecture that uses higher-performing components than in previously available Bose systems for INFINITI.

In addition, Bose and INFINITI worked together closely on the system’s industrial design to complement the modern and sophisticated Q60 interior. Its Bose® Performance Series system includes distinct visual cues, including refined metal grilles covering the Bose Twiddler® speakers in each door. These thin and lightweight polished grilles also provide functionality by transporting sound from the speaker more efficiently for enhanced acoustic performance.

PERFORMANCE SERIES SYSTEM DETAILS

Included in the Bose Performance Series system are new 1-inch (25mm) tweeters -- one in each mirror patch -- engineered for improved high-frequency output and more accurate sound reproduction.

For low frequencies, two new Bose 6x9-inch (150x230mm) woofers built into the Q60’s rear deck work in combination with a pair of upgraded 10-inch (255mm) Bose Nd™ woofers -- one in each door -- to deliver more impactful, natural sounding bass with less vibration and distortion than comparable systems, and without requiring a separate bass box enclosure.

Five 3.25-inch (80mm) Bose Twiddler mid-/high-range speakers across the Q60’s forward cabin are combined with proprietary Bose Advanced Staging Technology signal processing to produce a soundstage that feels much wider than the confines of the cabin. Instruments and vocals sound separate and more precise, giving the listener the feeling of being in the front row of a live concert.

Two additional 3.25-inch (80mm) Twiddler speakers -- one in each rear quarter panel -- provide acoustic balance for rear-seat passengers.

The system also uses the latest generation of proprietary Bose Centerpoint® surround signal processing and AudioPilot® noise-compensation technology. And it’s powered by an 11-channel Bose digital amplifier mounted inside the Q60’s rear quarter panel.

The INFINITI Q60 represents the first of several future models that will feature a custom-engineered Bose® Performance Series system. Coming soon, the 2017 INFINITI Q50 sedan will be the next Performance Series-equipped vehicle.

For more information about Bose Performance Series, visit BosePerformance.com.

ABOUT BOSE AUTOMOTIVE SYSTEMS

In the early 1980s, Bose engineers created the world's first factory-installed premium automotive sound systems. Unlike conventional or aftermarket automotive systems, Bose systems were designed and tuned for a specific vehicle -- and changed the industry. Since then, Bose has developed proprietary speaker designs, advanced amplification and signal processing technologies, exclusive analysis and design tools, and technology for managing engine and powertrain sounds inside vehicles -- all based on a heritage of research and engineering.

Today, Bose automotive sound systems are recognized globally as the industry benchmark for performance and customer satisfaction, validated by independent research rating Bose as the top choice among car consumers in multiple global regions. For more information, visit BoseAutomotive.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, changing the way people listen to music.

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

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