



## BOSE® PERFORMANCE SERIES SOUND SYSTEM FOR THE 2018 INFINITI Q50

JULY 12, 2017 -- Today, Bose introduces the latest offering from its Performance Series line of automotive sound systems. Available in the refreshed 2018 INFINITI Q50 sports sedan, the 16-speaker Bose® Performance Series system features advanced proprietary technologies and upgraded components -- precisely placed -- to deliver a dramatically real audio experience for every passenger.

"Bose Performance Series systems are designed and engineered to astound you, to leave you wanting nothing more. The first time you play the Q50 system, you'll hear the difference -- and you'll feel it," said Marc Mansell, vice president, Bose Automotive Systems. "A Performance Series system also requires intense attention to detail -- you can't cut corners on something like this -- which is why it fits perfectly with the new Q50."

Reserved for select sports and luxury vehicles, Bose Performance Series is a new category of automotive systems from Bose, with stringent hardware, software, and industrial design requirements. Bose Performance Series debuted last year in the all-new 2017 INFINITI Q60 sports coupe, followed by the 2017 INFINITI Q50 sedan, and now it's available in the new 2018 Q50 as well.

### **AN ADVANCED LISTENING EXPERIENCE**

For the Q50, Bose and INFINITI collaborated on the sound system architecture from concept to completion. With a goal to deliver maximum impact, the vehicle's acoustic DNA was analyzed first to determine the optimal speaker content and location. Bose components, electronics, and technologies were then engineered together for performance exclusive to the Q50.

For mid/high-range frequencies, seven 3.25-inch neodymium Twiddler® speakers are integrated throughout the Q50. Five are positioned across the forward cabin and two are located on the rear deck. For powerful bass, three 10-inch Nd™ woofers are also included -- one in each front door, and one mounted in the center of the rear deck. And for full-range response, a 1-inch neodymium tweeter is placed in each mirror patch, joining a 5.25-inch wide-range speaker in each rear door.

The components feature ultra-thin, ultra-light, polished metal grilles. With their precise pattern and premium materials, they distribute sound more efficiently than conventional grilles, elevating both design and performance.

A digital amplifier delivers 12 channels of custom equalization and digital signal processing, driving multiple proprietary Bose technologies -- including Bose Advanced Staging Technology for a remarkably wide sound stage; Bose Centerpoint® 2 signal processing to provide a surround-sound experience throughout the cabin; Bose SurroundStage® processing for true 360-degree performance at every seat, and Bose AudioPilot® 2 noise-compensation technology, so road and wind noise levels don't interfere with your listening.

Bose and INFINITI have partnered since 1989. Bose Performance Series for the 2018 INFINITI Q50 continues a long-standing relationship built on a shared commitment to innovation, quality, and INFINITI owners everywhere. For more information, visit [BosePerformance.com](http://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](http://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.

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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.