



# BOSE® PERSONAL® PLUS SYSTEM DEBUTS IN ALL-NEW NISSAN KICKS

## The First Bose ‘Small Vehicle Series’ System Available in North America

JUNE 5, 2018 – Today, Bose is introducing its Personal® Plus sound system for the all-new 2018 Nissan Kicks compact crossover. Bose® Personal Plus – part of the Bose Small Vehicle Series of automotive systems – delivers a superior, driver-focused listening experience to the Kicks’ compact interior, using just eight speakers and proprietary Bose signal processing for 360 degrees of immersive sound.

“The Personal Plus system in the Kicks is amazing. The power, clarity and spaciousness it produces is nearly unbelievable for a vehicle this size,” said Marc Mansell, vice president, Bose Automotive Systems. “It has everything you’d expect from a premium sound system built for a larger car. Simply put, Nissan customers are going to be blown away by how great the Kicks sounds with Bose Personal Plus.”

### **BIG SOUND FROM A SMALL PACKAGE**

The Personal Plus system is optimized for the driver, in the only seat occupied 100 percent of the time. Inside the driver’s seat headrest are a pair of lightweight 2.5-inch Bose UltraNearfield™ neodymium speakers.

They are combined with Bose PersonalSpace™ Virtual Audio Technology to produce a wide sound field around the listener, with clear, immersive audio that would otherwise require more speakers.

While the system emphasizes the driver’s listening experience, additional passengers aren’t left behind. For powerful sound throughout the rest of the cabin, 6.5-inch Bose Super65 speakers are placed in each front door. These compact and efficient speakers, designed specifically for Bose Small Vehicle systems, drive extremely high sound excursion for their size, eliminating the need for a separate bass enclosure or larger, heavier woofers that require more cabin or trunk space.

Complementing the Super65 speakers for balanced sound are a pair of cross-firing 1-inch tweeters – one in each A-pillar – and two 5.25-inch wide-range speakers – one in each rear door.

### **CUSTOM CONTROL**

The listening experience in the Kicks can be customized depending on personal preference or the number of passengers in the car. A Bose PersonalSpace Control feature is built into the infotainment system’s audio settings to provide adjustable listening options – from precise, front-focused sound to a much wider and enveloping experience in which music feels like it’s coming from places in the car where there aren’t any speakers.

The Bose Personal Plus system is available as an option in the 2018 Nissan Kicks as part of the SR Premium Package.

### **BOSE SMALL VEHICLE SERIES**

Until now, premium listening experiences haven’t been available in every car category, notably entry-level vehicles. But that changes with the Bose Small Vehicle Series, a selection of systems designed for the needs of small-car owners, each tailored for single-, dual- and multiple-occupant use cases.

The first Bose Small Vehicle Series system debuted in 2017 with the all-new Nissan Micra, available exclusively in Europe. Now, the Bose Personal Plus system for the 2018 Nissan Kicks brings the Small Vehicle Series to North America for the first time. For more information on these systems, visit [BoseSmallVehicle.com](http://BoseSmallVehicle.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](https://www.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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