



Bowers & Wilkins

## Abbey Road Studios and Bowers & Wilkins extend partnership to transform in-car audio entertainment

Abbey Road Studios and Bowers & Wilkins today announce a new phase of their partnership, which will see the two iconic audio brands come together to explore and enhance the in-car audio experience.

Over the last five years Abbey Road Studios has been exploring future music technologies, including machine learning and spatial audio, via its music-tech innovation arm Abbey Road Red. Meanwhile, Bowers & Wilkins has been perfecting the art of bringing leading-edge loudspeaker technology to the car environment with BMW, McLaren and Volvo.

Now, the two brands are combining their expertise to bring the Studios' unique acoustic personality to the in-car listening experience for the first time, offering unparalleled sound quality while remaining respectful to the original recording. The partnership between Abbey Road Studios and Bowers & Wilkins will elevate the sound quality and expand the acoustic environment of automotive audio systems, seeking to deliver the most believable listening experience possible.



Dan Shepherd, Director of Automotive Partnerships from Bowers & Wilkins says: “We are thrilled to work with Abbey Road Studios on our shared mission to elevate the in-car experience and bring drivers and passengers across the globe a new and exciting way to enjoy their music.”

Jeremy Huffelmann, General Manager, Abbey Road Studios says: “We are delighted to be extending the remit of our partnership with Bowers & Wilkins to co-develop our offering in the automotive sector. Through our shared passion for creative excellence and the highest quality audio, we will be exploring technologies to further the goal of creating the most accurate listening experiences possible for consumers.”

Ends.

For more information:

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#### **About Bowers & Wilkins:**

Bowers & Wilkins has been at the forefront of high performance audio for more than 50 years. Founded in the UK in 1966, the brand has designed and manufactured premium home speakers, headphones, custom installation and performance car audio products that set new standards for innovation and sound quality, earning countless awards and the endorsement of many of the world's leading recording studios and musicians. Bowers & Wilkins' reputation is based on the unwavering pursuit of the best possible sound and an unsurpassable music listening experience. Learn more at [www.bowerswilkins.com](http://www.bowerswilkins.com)

#### **About Abbey Road Studios:**

Abbey Road Studios is the most famous recording studio in the world and a global music icon. The studios are a centre of innovation for recording techniques and technology, education and everything connected to the past, present and future of music development. Home to countless landmark recordings and pioneering advances in recording technology, the legendary studio complex has a phenomenal history spanning almost 90 years, encompassing celebrated work by many of the world's most famous recording artists from The Beatles, Pink Floyd, Radiohead, Kanye West and Oasis to Florence + The Machine, Frank Ocean, Ed Sheeran, Brockhampton, Sam Smith and Adele. Film scores recorded at Abbey Road Studios include *The Lord of The Rings* trilogy, the *Harry Potter* films, most of the *Star Wars* movies, *Gravity*, *Black Panther*, *1917* and the multi award winning *The Shape of Water*. Abbey Road Studios is a Universal Music Group company. Discover more at [www.abbeyroad.com](http://www.abbeyroad.com)