



Ford B&O PLAY – The Science of Sound

With more people than ever streaming music, the first exclusive collaboration between Ford and B&O PLAY in the all-new Fiesta delivers a new signature sound for richer, more engaging in-car audio experiences, and brings the transformative power of music to drivers and passengers.

With a focus on craftsmanship, the technology carefully reproduces the acoustical characteristics of B&O PLAY home audio products in a car, with tailored speaker placement, dynamic tuning and calibration, no matter what the driving conditions – or where someone sits.

“Each part of your day has a soundtrack. We’ve dedicated hundreds of hours engineering a seamless audio experience for Fiesta using premium crafted materials that bring your music to life on any journey the way the artists intended it – with clarity and passion,” said Stefan Varga, acoustic system engineer at HARMAN International.

PLAY it loud

Varga and the team spent a year listening to more than 5,000 tracks to ensure the premium 675-watt technology, offers an excellent dynamic clean, clear sound no matter how quietly or loudly you play it, whether you’re singing along to Adele, Foo Fighters or Jay-Z – or chilling out to Johann Sebastian Bach. Listening to iconic live recordings helped the team reproduce the energy of each performance to improve the sound quality further, as did composing and recording original tracks.

“We love using live recordings as they show how the sound system reproduces every emotion that’s carried through the music – as if you were there. When I get goose bumps, I know, I did it right,” adds Varga.

After acclimatising their hearing to B&O PLAY home audio equipment at their test facility in Cologne, Germany, the team positioned and tuned the speakers in a sound lab before taking it on the road to city centres, motorways and the country. Meticulous testing of all system components ensures every sound is richly delivered, well balanced and exactly as the artist intended. The result is crystal-clear audio eight times more powerful than the guitar and amp Jim Hendrix used at Woodstock. *

Integrated perfection

Design cues are derived from B&O PLAY consumer products, with the clean lines and simple shapes of the aluminium logo and unique radiating hole pattern. Characterised by clean lines, the B&O PLAY Sound System in the all-new Fiesta features proprietary HARMAN technologies and more than a century of combined acoustic expertise. This translates to a dynamic and smooth sound that envelops the entire vehicle cabin.

Ten distinctive speakers and tweeters and a nine-channel amplifier deliver precise sound control and an enhanced audio distribution. For the first time, the vehicle features also a centre dashboard speaker and a 200 mm subwoofer in the boot; while an optional surround sound delivers a 360-degree sound stage experience.

Further features include:

- Dual Voice Coil subwoofer maximises boot space while delivering detailed sound
- Amplifier with Digital Signal Processing that controls equalisation, audio mixing and the distribution of the audio signals to the loudspeakers
- Adaptive speed volume control for best audio quality, no matter what speed you drive
- Amplifier Power Manager to optimise vehicle speaker performance

Ford's [SYNC 3](#) communications and entertainment system will enable Fiesta drivers to control audio, navigation and connected smartphones using simple, conversational voice commands; and a floating, tablet-inspired touchscreen that can be operated with pinch and swipe gestures. MyFord Dock that enables users to store, mount and charge mobile devices such as phones and navigation systems. Fiesta delivers Bluetooth connectivity and two USB ports, with an integrated CD player offered as an optional extra. DAB radio is available across the range.

“There’s something magical about listening to music in an environment that’s been painstakingly designed to deliver perfect sound,” said Jan Schroll, Multi-media and connectivity supervisor, Ford of Europe. “Ford and B&O PLAY share a passion for developing innovative products that lead to inspiring consumer experiences through sound journeys that blend into their lifestyle.”

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* <https://www.guitarchalk.com/jimi-hendrix-amp-settings/>

About Ford Motor Company

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