



The Ferrari
Collection



Ferrari Collection



Bang & Olufsen announces a new collection with motorsport pioneers Ferrari. The collection champions Bang & Olufsen's excellence in aluminium and celebrates the two brands' shared passion for poise, power, and precision by reimagining a series of headphones and speakers: the Beosound 2 home speaker, Beoplay H95 headphones, Beoplay EX earphones and the portable speaker Beosound Explore. All tied together with a striking shade of red, creating an unmistakable connection to the Ferrari brand signature.

Beosound 2 3rd Gen

Beosound 2 delivers a 360-degree home audio experience that fills any space it is placed into. Its design is flexible to allow for floor, table or shelf placement, and it can be moved easily from room to room. Active RoomSense and built-in proximity sensors match the beauty of Beosound 2 with smart technology, whilst a high-grade aluminium cone that houses the speaker provides a seamless look, and super sound acoustics. In The Ferrari Collection, Beosound 2 is anodised at Bang & Olufsen's Factory 5 in Struer, reimagining the design in Ferrari signature red. The aluminium body is polished to provide a high shine, enhancing the richness of the red shade. The iconic Ferrari emblem sits below the grille, completing this edition.



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Beoplay EX



Beoplay EX, Bang & Olufsen's most powerful true wireless earphones, boast active noise cancellation, unrivalled sound, and comes complete with a wireless charging case for up to 20 hours of on-the-go listening. Six microphones and intelligent beam-forming technology means that Beoplay EX can be used for taking business calls and enjoying music in equal measure.

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Beosound Explore

Beosound Explore is a portable speaker, perfect for the outdoors. With an IP67 rating, meaning that it is fully dust and waterproof, Beosound Explore is made to be taken anywhere and everywhere. With Bluetooth and Fast Pairing, music is always one click away, and lasts all day with up to 27 hours of playtime. Now, Beosound Explore comes with Ferrari's laser-etched Prancing Horse, and a striking black carabiner for any adventure. The two-layer body of the speaker is anodised in red and black, so that the grille stands out instantly against the dark interior.



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Beoplay H95



Beoplay H95 is Bang & Olufsen's flagship headphone, providing best-in-class sound and innovation. The custom titanium drivers deliver punchier sound than ever before, and adaptive active noise cancellation allows the wearer to adjust it by simply rotating the earcup aluminium ring. Finished with soft lambskin leather, and 38 hours of non-stop listening, Beoplay H95 is made to last. The headphones incorporate Ferrari's jet-black shade, a timeless classic, with laser-etched Bang & Olufsen and Ferrari's Prancing Horse logos to match. Under the earcups, the titanium speaker grilles have been anodised in a rich red hue, specifically selected for this collaboration.

*Will be available from October 2023

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HOW BANG & OLUFSEN AND FERRARI BROUGHT TOGETHER TWO ICONIC BRAND SIGNATURES

We are very excited about this collaboration. There was a strong sense of history in the making as we came together to create it, says Bang & Olufsen CEO Christian Teer. It goes all the way back to the start for B&O and Ferrari. The founders, Enzo Ferrari, Peter Bang and Svend Olufsen, were visionaries, who redefined their industries by challenging the status quo. Their legacies ring down through the decades to push both brands to new heights to this day.

Both brands have been at the cutting edge of innovation for more than half a century. Bang & Olufsen has shaped the global sound and vision landscape since 1925 from Struer, Denmark, and Ferrari has been disrupting the automotive industry since 1947 from Maranello, Italy. Over 150 years of innovation between both brands have been honed and curated into this collaboration.

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