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**The Ultimate
Driving Machine**

BMW Individual



High-End
Audio System

The Ultimate
Driving Machine

The best concert hall in the world.



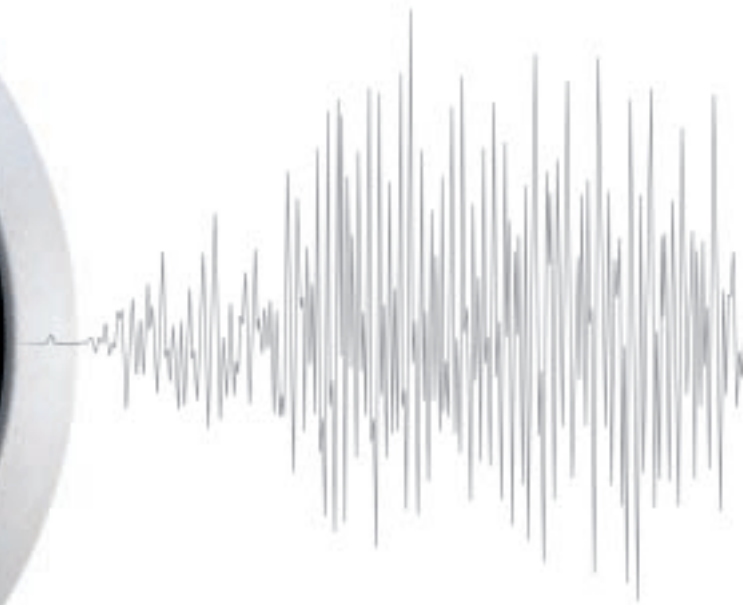
A close-up, high-angle shot of the front passenger seat in a BMW car. The seat is upholstered in dark leather with visible stitching. A seatbelt is buckled across the seat. The background shows the dashboard and the driver's side of the car, all in a dark, sleek finish.

Stalls. First row. Centre.

No matter where you are sitting in your BMW, the new BMW Individual High-End Audio System* will always provide you with the ultimate listening experience. This is thanks to three basic principles that were paramount throughout the development stages: the customised combination and positioning of individual components in the vehicle, their superior quality, and the use of a revolutionary new signal processing technology. Please take a seat.

* Available for the BMW M6 models, BMW 5 Series, BMW M5 models, and, from September 2007, for the BMW 6 Series and the BMW 3 Series.

Perfect pitch.



The secret of the brilliant aural experience provided by the BMW Individual High-End Audio System lies in the unrivalled top quality of each and every component. The system's loudspeakers are particularly lightweight, powerful, and precise, and are fitted with exclusive neodymium magnet drivers. The speakers' lightweight and extremely stiff hexacone membranes meet the highest quality criteria in the hi-fi sector. They boast generous power reserves and outstanding efficiency, with a maximum sound pressure of 112 dBA, and a frequency range from 18 Hz to 24 kHz. In addition to the quality and vehicle-specific positioning of the loudspeakers, the unique signal processing technology of the amplifier unit is what clearly

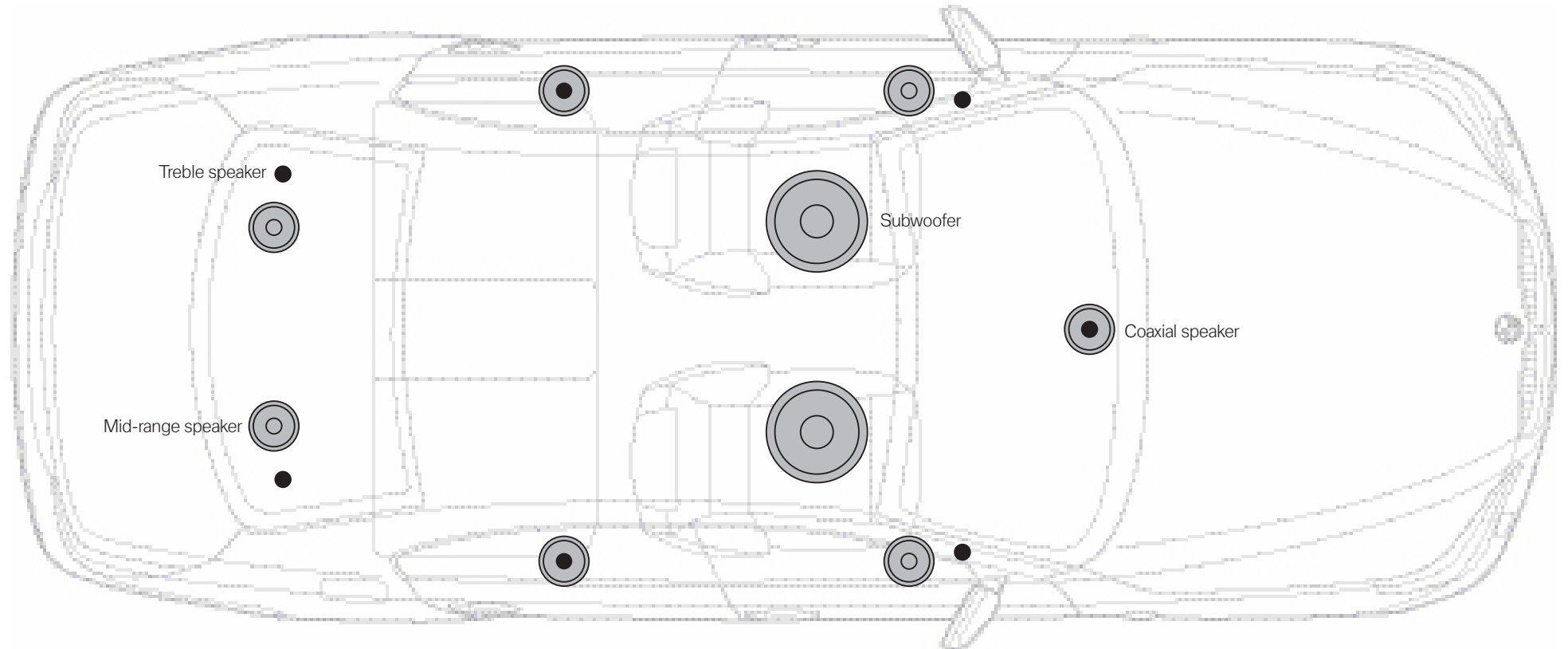


sets this system apart from standard audio systems. The BMW Individual High-End Audio System comes with a 9-channel amplifier with DSP (Digital Signal Processing). This allows for differentiated transmission of audio signals to the various loudspeakers, elimination of sound impurities and an extreme reduction of sound reflections. To achieve this, the digital amplifier uses the new and unique DIRAC Live technology, which performs both time and frequency adjustments. Optimum acoustics are ensured by two additional functions: speed-dependent volume control and speed-dependent equalizing.

Star performers.

Whether you enjoy listening to classical music, jazz, rock, or pop – the sound quality benchmark for the BMW Individual High-End Audio System is a live concert experienced under optimum acoustic conditions. To replicate a concert hall ambience in the car's interior, the system was, right from the start, developed specifically and exclusively for use in BMW models. Up to 16 subwoofers, mid-range speakers and tweeters are used in the various vehicle models. Depending

on their positioning, either coaxial speakers or separate tweeters and mid-range units are used. The two subwoofers are integrated into the car's floor. This BMW central bass concept ensures an especially even distribution of low frequency sound in the vehicle's cabin. The positioning of all loudspeakers also allows for optimised playback of audio sources in surround-sound mode.



Hexacone membrane

The lightweight and extremely stiff hexacone membranes are extremely well suited for powerful and precise sound generation. Not only do they have generous power reserves, they also provide high speaker efficiency.

Treble speaker

The coated, low-mass (0.2 g) 19 mm textile dome makes for wide sound dispersion and high detail resolution.

Neodymium magnet driver

The neodymium magnet driver is used to convert electric signals into sound waves. Such drivers excel in performance while being lightweight.

Coaxial speaker

Two-way loudspeaker, where the tweeter is located in the centre of the bass/mid-range membrane. Magnetic materials like neodymium allow for compact tweeter systems, which means that the treble speaker can be positioned at the centre of a low-frequency system. The main advantage of coaxial systems is their pointsource precision. This is an important prerequisite for creating a homogeneous soundscape.

