



For Immediate Release

BOSE APPOINTS HAU THAI-TANG TO BOARD OF DIRECTORS

June 29, 2023 – Today Bose announced the appointment of Hau Thai-Tang, former executive vice president and chief industrial platform officer for Ford Motor Company, to its board of directors. Hau brings decades of experience in the automotive industry, particularly in the areas of product development, engineering, and supply chain management.

“We’re thrilled to have Hau join our board of directors and to leverage his extensive expertise,” said Lila Snyder, CEO, Bose. “As a company that’s supplied sound systems and technologies to global car manufacturers for over 40 years, we’re always looking for ways to grow our business and bring new experiences to the vehicle cabin that meet our automotive partner needs and delight consumers. We know Hau’s counsel will be invaluable as we move forward.”

“Hau’s commitment to the automotive industry, expertise in supply chain management, and his passion for delivering product and technologies that make a difference in people’s lives is clear,” said Bob Maresca, chairman of the Bose Board of Directors. “His voice will be a strong addition to our board.”

“I’ve long admired the Bose brand and its amazing history as a pioneer in consumer audio and automotive sound,” said Hau Thai-Tang. “I’m honored to join their team as they explore new ways to improve the in-vehicle experience with their breakthrough technologies.”

Hau retired from Ford Motor Company in 2022 after 34 years of service. While at Ford, he held a variety of key strategic positions, including chief engineer for the iconic Mustang sports car and as an IndyCar race engineer. He also served as the company’s chief industrial platform officer, where he led global research and advanced engineering, product development, design, manufacturing engineering, purchasing and supply chain teams to deliver an industry-leading portfolio of digitally connected internal-combustion and battery-electric vehicles.

Hau holds a Bachelor of Science degree in mechanical engineering from Carnegie Mellon University and an MBA from the University of Michigan’s Stephen M. Ross School of Business.

About Bose

Bose is world renowned for its premium audio solutions for the home, on the go, and in the car. Since its founding in 1964 by Dr. Amar Bose, the company has been dedicated to delivering amazing sound experiences through innovation. And its passionate employees — engineers, researchers, music fanatics, and dreamers — have remained committed to the belief that sound is the most powerful force on earth; its ability to transform, transport, and make us feel alive. For nearly 60 years, this belief has driven us to create products that have become iconic, changing the way people listen to music.

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