



PLUS UP THIS SUMMER WITH THE ALL-NEW BOSE SOUNDLINK PLUS PORTABLE SPEAKER

A new SoundLink Micro is also coming, pocket-sized and more powerful than ever

June 12, 2025 – Today, Bose is announcing an expansion to its acclaimed SoundLink Bluetooth® speaker line with the new Bose SoundLink Plus Portable Speaker. Blending rich sound with a rugged, ready-for-anything design, the new SoundLink Plus is big enough to bring the bass but portable enough to take on the go. Toss it in a backpack or beach bag and be ready to deliver the soundtrack for any group hang.

Available for preorder today at [Bose.com](https://www.bose.com), the new SoundLink Plus will be available for purchase on June 26 for \$269 in Black, Blue Dusk, or the new limited-edition Citrus Yellow, a vibrant colorway bringing brightness to every beat this summer.

Bose is also previewing a second-generation model of its popular Bose SoundLink Micro Bluetooth Speaker. Deceptively small, the next-gen SoundLink Micro is the ultimate music sidekick from Bose with surprisingly powerful yet pocketable sound. The SoundLink Micro Bluetooth Speaker (2nd Gen) will be available for \$129 in Black or Blue Dusk, with a release scheduled for later this summer.

A new blend of performance and portability

The SoundLink Plus delivers incredible audio for any gathering where music can improve the moment and set the mood.

The speaker features a new acoustic architecture with one subwoofer, a tweeter, and four passive radiators working together to deliver best-in-class sound and booming bass in an all-new, portable enclosure. Weighing less than four pounds, the SoundLink Plus measures 9.1" wide x 3.9" high x 3.4" deep — resulting in one of Bose's most versatile speakers combining performance and portability.

Capable of surviving fumbles, tumbles, and falls, the SoundLink Plus is both shock and rust resistant and is water- and dustproof with an IP67 rating. A powder-coated steel grille with soft-touch silicone and durable housing allows it to take a beating while featuring a premium design. The speaker also floats in the water, and a rugged utility nylon rope attached to its side makes it easy to retrieve, carry, or clip onto just about anything.

The new SoundLink Plus offers up to 20 hours of play time and can double as an external battery, as the speaker's USB-C port can be used to charge phones and other devices — keeping the good times rolling in more ways than one.



An original favorite improved

The new SoundLink Micro packs improved audio performance and enhanced features into a refined, pocketable design. Despite its compact size measuring 4.06" wide x 4.06" high x 1.54" deep, it delivers loud, clear sound without sacrificing bass, thanks to a single driver and dual passive radiators punching above their weight. Built for durability with an IP67 rating, a powder-coated steel grille, and a rugged silicone exterior, the SoundLink Micro (2nd Gen) is ready for any adventure — and an all-new removable fabric nylon strap makes it easier than ever to clip or loop the speaker onto bags, golf carts, bikes, shower heads, carabiners, or even gear. Additional upgrades include USB-C charging, an extended battery life of up to 12 hours, and Bose app compatibility.

Four speakers, one platform

The introduction of the Plus and next-gen Micro to the SoundLink portfolio completes the family of Bluetooth speakers with a range of options offering different blends of audio performance and portability. And while each speaker fulfills a different need, any two speakers from the current SoundLink family — the Micro (2nd Gen), the Flex (2nd Gen), the Plus, and the Max — can be paired together for amplified audio. Stereo Mode enables one speaker to act as the left channel, and the other as the right (requires both speakers to be the same model) or Party Mode, where both speakers play synced audio.

The Bose app, connectivity, and codec support

Like the SoundLink Max and Flex (2nd Gen), the Bose app is the gateway to controlling and customizing the new SoundLink Plus and Micro speakers. When using the app, firmware updates are automatically downloaded and installed, ensuring the speakers are kept up to date. Additional features can also be accessed, including EQ adjustment, programming the shortcut button to another function, like Spotify Tap, and connecting the speaker to compatible Bose soundbars and smart speakers using Bose SimpleSync technology.

Both speakers support Bluetooth® Core 5.4, allowing for multipoint connectivity to two source devices with a range of up to 30 feet. The speakers also offer Google Fast Pair for quicker pairing to Android devices.

To ensure the best sound quality, connection stability and latency for audio streaming, both speakers support the Low Complexity Sub-band Coding (SBC) and the Advanced Audio Coding (AAC) codec standards, making them compatible with nearly all Bluetooth streaming devices. For hi-definition audio, both speakers take advantage of Qualcomm's aptX Adaptive codec, automatically adapting to lossless audio quality when using Snapdragon Sound-certified devices on Android devices.



About Bose Corporation

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 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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