



BOSE AUTOMOTIVE EARNS GLOBAL QUALITY AWARD FROM NISSAN MOTOR CORPORATION

August 12, 2015 -- Nissan Motor Corporation has recognized Bose with a 2015 Global Quality Award for its contributions in the field of automotive electronics. From more than 5,000 Nissan suppliers worldwide, Bose was one of five companies honored for delivering excellence and quality to the overall performance of Nissan vehicles.

At Nissan's Global Supplier Award ceremony, held July 14 in Yokohama, Japan, winners were announced in five categories: body, chassis, electric, engine and drive, and components. Bose was the only supplier awarded in the electric category.

"We are honored to receive this award and deeply appreciate Nissan's recognition of our efforts," said Marc Mansell, vice president, Bose Automotive Systems Division. "Achieving and maintaining high quality in our systems is a critically important part of our business, and winning this award provides tremendous validation."

Bose has provided custom-engineered audio systems and technologies to Nissan for more than 25 years. Bose® sound systems are available in a wide variety of Nissan vehicles, including Altima, Armada, GT-R, LEAF, Maxima, Murano, Pathfinder, Quest, Rogue, Sentra, and Z models.

About Bose Automotive Systems

In the early 1980s, Bose engineers created the world's first factory-installed premium sound systems for automobiles. Unlike conventional or aftermarket automotive systems, Bose® systems were designed and tuned for a specific vehicle -- and changed the industry. Since then, Bose has developed proprietary speaker designs, advanced amplification and signal processing technologies, exclusive analysis and design tools, and technology for managing engine and powertrain sounds inside vehicles -- all based on a heritage of research and engineering.

Today, Bose automotive sound systems are recognized globally as the industry benchmark for performance and customer satisfaction. For more information, visit Bose.com/auto.

About Bose Corporation

Bose Corporation was founded in 1964 by Dr. Amar G. Bose, then a professor of electrical engineering at the Massachusetts Institute of Technology. Today, the company is driven by its founding principles, investing in long-term research with one fundamental goal: to develop new technologies with real customer benefits. Bose innovations have spanned decades and industries, creating and transforming categories in audio and beyond. Bose products for the home, in the car, on the go, and in public spaces have become iconic. From the company's home entertainment systems and Wave® music systems, to high-quality audio and noise cancelling headphones, digital music systems, Bluetooth® speakers, and professional solutions, Bose has changed the way people listen to music.

Bose Corporation is privately held. The company's spirit of invention, passion for excellence, and commitment to extraordinary customer experiences can be found around the world -- everywhere Bose does business.

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