



BOSE® PERSONAL® SOUND SYSTEM DEBUTS IN ALL-NEW NISSAN MICRA

World-First Offering from the Bose Small Vehicle Series

September 29, 2016 -- Today at the Paris Motor Show, Bose announces the global introduction of its first Small Vehicle Series sound system -- the Bose® Personal® system for the all-new Nissan Micra, available in Europe starting in March 2017. Previewed in a Bose concept demonstration at CES 2016, the Bose Personal sound system breaks new ground in automotive audio by delivering a superior, driver-focused listening experience to a compact car cabin.

"We have an obsession for pushing the boundaries of what's possible, and that helped us create a sound system unlike anything else available today," said Marc Mansell, vice president, Bose Automotive Systems. "The new Bose Personal system rewards owners of the all-new Nissan Micra with unexpectedly big sound from a small package. In consumer electronics, Bose has built an undisputed reputation around that concept -- and now we're bringing it into the car."

Delivering a high-quality listening experience inside a compact car poses many challenges. Bose engineers needed to think creatively and veer far from the traditional approach to system design. This also required exceptionally close collaboration with Nissan to match the system with the sporty and distinctive styling of the all-new Nissan Micra, taking into account everything from the look and placement of the system's six speakers to the expressive industrial design of the Bose Personal Headrest packaging in the driver's seat.

A DRIVER-FOCUSED EXPERIENCE

The Bose® Personal® sound system is optimized for the driver, in the only seat occupied 100 percent of the time. This is achieved by placing speakers as close to the driver's ears as possible and combining them with proprietary Bose signal processing for a spacious and immersive listening experience.

Bose is a pioneer and industry leader in SeatCentric™ audio technology, and the Bose Personal Headrest is the latest application of this design approach. Featuring a pair of lightweight 6-cm (2.5-inch) Bose UltraNearfield™ speakers, combined with Bose PersonalSpace™ Virtual Audio Technology, the headrest set-up produces a wide sound field with a clear sound image and musical depth that would otherwise require far more speakers around the cabin. Amazingly, listeners likely won't even notice sound coming from the headrest itself.

In addition, all-new Nissan Micra drivers will be able to choose their desired level of audio immersion at the touch of a button through the Bose PersonalSpace Control feature built into the infotainment system's audio settings. The PersonalSpace Control provides an adjustable range of listening options, from precise front-focused sound to a much wider and enveloping experience in which the sound feels like it's coming from places in the car where there aren't any speakers.

POWERFUL SOUND THROUGHOUT

While the Bose Personal system emphasizes the driver's listening experience, additional passengers aren't left behind. An all-new wide-range speaker debuting in the Personal system -- the Bose Super65™ speaker -- produces impactful, cabin-filling sound. A 16.5-cm (6.5-inch) Super65 speaker in each of the vehicle's two doors drives extremely high sound excursion for its size and eliminates the need for a separate bass enclosure or larger, heavier woofers that require more cabin or trunk space.

And at the higher end of the frequency range, a pair of cross-firing 2.5-cm (1-inch) tweeters -- one in each A-pillar -- deliver sonic clarity and punch that can be enjoyed by everyone, no matter where they are seated.

"The Bose Personal sound system is an important part of our fully re-designed Nissan Micra," said Martin Boutard, chief product specialist for the All-New Nissan Micra, Nissan Motor Company. "Bose has been a trusted Nissan partner for nearly three decades, sharing our passion and commitment to delivering high-quality offerings to our customers, and this first-of-its-kind sound system further reinforces that spirit."

BOSE® SMALL VEHICLE SERIES

Until now, a premium listening experience wasn't available in every car category, notably entry-level vehicles. But that changes with the new Bose Small Vehicle Series, a selection of new systems designed for the needs of small-vehicle owners, each tailored for single-, dual-, and multiple-occupant use cases. New, unexpected system architectures provide a Bose listening experience at a price point accessible to small-car consumers.

Following the all-new Nissan Micra, additional models with Bose Small Vehicle Series systems will be coming to global markets from various car makers. For more information, visit BoseSmallVehicle.com.

ABOUT BOSE AUTOMOTIVE SYSTEMS

In the early 1980s, Bose engineers created the world's first factory-installed premium automotive sound systems. 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, validated by independent research rating Bose as the top choice among car consumers in multiple global regions. For more information, visit BoseAutomotive.com.

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, changing the way people listen to music.

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

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