

Porsche Collaborates with Burmester

The new Porsche Panamera with Burmester High-End Surround Sound-System



The sound from Weissach receives support from Berlin. From Burmester. Rarely have two long-standing and renowned German companies striven for such similar ideals in regards to uncompromising innovation, engineering, performance, and manufacturing quality. One could have imagined that it was only a matter of time before these companies would join forces in a collective project: with the launch of the new Porsche Panamera, the renowned sports car manufacturer from Stuttgart now offers an optional, ultimate High-End Surround Sound-System, developed in close collaboration with the Berlin High-End manufacturer Burmester Audiosysteme.

From the very beginning of the Panamera's conceptual phase, Porsche has created the perfect conditions for an ideal integration of the Burmester High-End Surround Sound-System. The careful and extremely precise adjustments and extensive trial-phase of all components were carried out in the enclosed Burmester Automotive Development Department during interminable listening sessions and with the help of elaborate, cutting-edge measuring technologies. As a result, the tonal concepts and pretensions of Burmester were fully transferred into the Automotive area.

16 separate amplifier channels with an overall rated output power of more than 1000 watts, and a record-breaking total diaphragm area of 2,400 cm² distributed to 16 loudspeakers that were especially designed for the Panamera, are the foundation and requirement for the distinctive Burmester sound. Despite this, the sound system has a remarkably low total weight. The loudspeaker cones, the crossover network technology, and the ribbon tweeter (Air Motion Transformer, AMT), characteristic traits of Burmester loudspeakers, are directly transferred from the High End Home Audio division. In this particular form, they are displayed in a production vehicle for the first time. Specially developed software-supported menu functions allow an exact sound-adjustment for each individual seating position. They compensate cabin noise and can be intuitively operated with comfort and ease. In conjunction with the sound-algorithms, exclusively developed for Porsche, the resulting sound is characterized by a distinctive high-

definition and stability, distinguished by impressing substance and detail. **Ultimate sound quality – for the Porsche Panamera.**

The elegant and purist design, including the gently curved Burmester signature on the galvanized loudspeaker covers, reinforces the uncompromising approach visually as well, and harmonically blends with the exclusive design of the Panamera interior.

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