



# SHOWROOM PROGRAM FOR BMW

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April, 2015

BANG & OLUFSEN

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➤ CONCEPT

➤ HOW TO PARTICIPATE

ORDER SHOWROOM CAR

UPLOADING OF PICTURE ON HOMEPAGE

REWARDS

# CONCEPT

Get now a brand-new BeoPlay product for free for ordering a new showroom vehicle equipped with the Bang & Olufsen high-end Surround Sound System (option code: 6F2)!




This showroom car shall help you to be prepared for a sound demonstration to your customer!



➤ HOW TO PARTICIPATE

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# HOW TO PARTICIPATE

-  1. Order showroom vehicle equipped with the Bang & Olufsen high-end Surround Sound system.
-  2. Upload picture of the vehicle in the showroom: [www.bang-olufsen.com/bmw-showroomprogram](http://www.bang-olufsen.com/bmw-showroomprogram)
-  3. Choose your favorite BeoPlay product:  
The brand-new BeoPlay A2 bluetooth loudspeaker or the  
BeoPlay H8 bluetooth headphone and enjoy your personal music experience.

1. ORDER A SHOWROOM VEHICLE EQUIPPED WITH THE  
BANG & OLUFSEN HIGH-END SURROUND SOUND SYSTEM (SA6F2)



BMW 5 Series



BMW 6 Series



BMW X5



BMW X6

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## 2. UPLOAD PICTURE\* OF THE BANG & OLUFSEN HIGH END SURROUND SOUND SYSTEM IN THE SHOWROOM HERE:

[WWW.BANG-OLUFSEN.COM/BMW-SHOWROOMPROGRAM](http://WWW.BANG-OLUFSEN.COM/BMW-SHOWROOMPROGRAM)



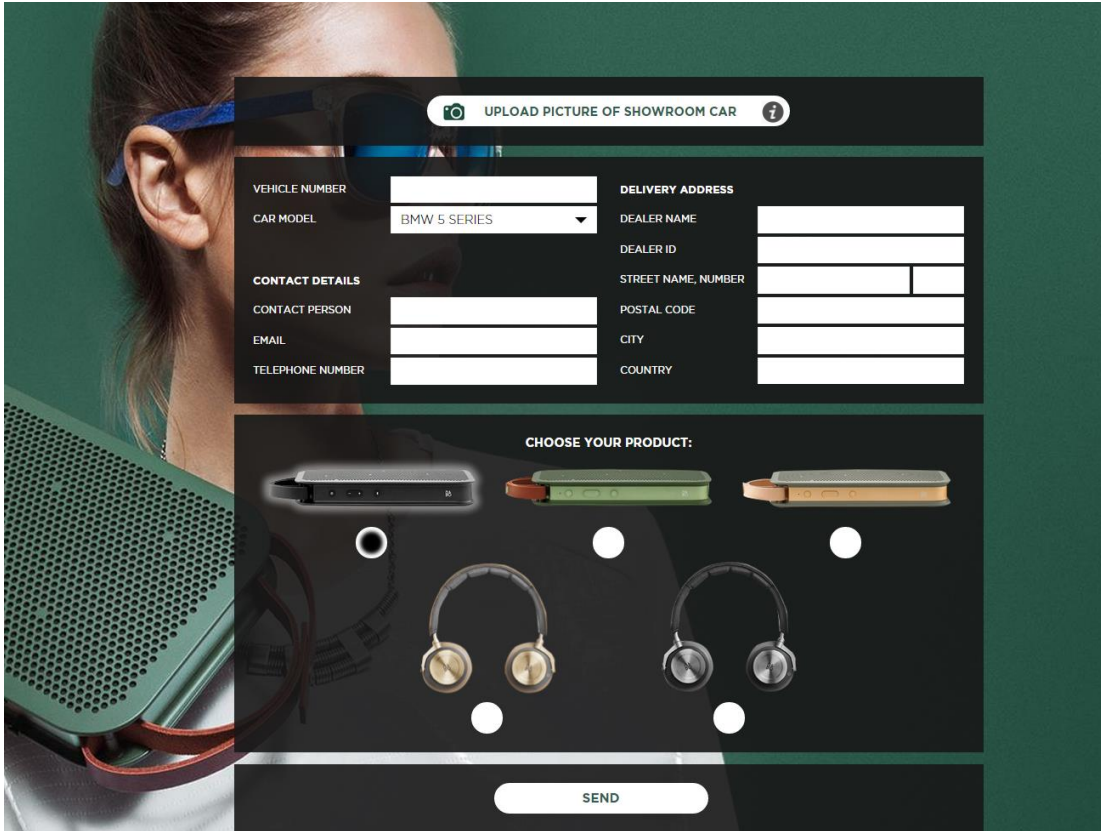
\*Please make sure that the picture shows the following features:

At least one part of the vehicle including speaker grill(s) and/or the Acoustic Lense, the showroom has to be visible in the background.

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## 2. UPLOAD PICTURE OF THE VEHICLE ON WEBSITE



UPLOAD PICTURE OF SHOWROOM CAR ⓘ

VEHICLE NUMBER

CAR MODEL

CONTACT DETAILS

CONTACT PERSON

EMAIL

TELEPHONE NUMBER

DELIVERY ADDRESS

DEALER NAME

DEALER ID

STREET NAME, NUMBER

POSTAL CODE

CITY

COUNTRY

CHOOSE YOUR PRODUCT:

☐ ☐ ☐

☐ ☐

SEND

Upload picture of showroom vehicle\*

Enter contact and delivery information

Choose your color of the BeoPlay A2 loudspeaker or BeoPlay H8 headphone

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\* Each entered vehicle will be verified by BMW. Just showroom vehicles are valid!

### 3. CHOOSE YOUR FAVORITE BRAND-NEW BEOPLAY PRODUCT



BeoPlay H8: High-end wireless, active noise cancellation on-ear headphone  
RRP: € 499

OR



BeoPlay A2: Powerful portable Bluetooth speaker featuring 360° sound and up to 24h battery life  
RRP: € 349

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**BEOPLAY H8**  
HIGH-END WIRELESS,  
ACTIVE NOISE  
CANCELLATION  
ON-EAR HEADPHONE



➤ go to A2



More details: <http://www.beoplay.com/products/beoplayh8>

### 3. CHOOSE YOUR FAVORITE BRAND-NEW BEOPLAY PRODUCT



BeoPlay H8: High-end wireless, active noise cancellation on-ear headphone  
RRP: € 499

OR



BeoPlay A2: Powerful portable Bluetooth speaker featuring 360° sound and up to 24h battery life  
RRP: € 349

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**BEOPLAY A2**  
BLUETOOTH  
LOUDSPEAKER







A B&O Beoplay A2 Bluetooth speaker is shown hanging from a dark metal coat rack. The speaker is white with a fine mesh grille and an orange side panel. It has a matching orange leather strap attached to its top. To the left of the speaker, a light brown felt hat with a dark brown band hangs from the same rack. To the right, a dark grey wool jacket is hanging. The background is a plain, light-colored wall.

**BEOPLAY A2**  
BLUETOOTH SPEAKER  
FEATURING 360°  
SOUND AND UP TO  
24H BATTERY LIFE

**BANG & OLUFSEN**



➤ go to H8



More details: <http://www.beoplay.com/products/beoplaya2>

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VEHICLE SOLD?

ORDER A NEW SHOWROOM VEHICLE AND PARTICIPATE AGAIN!

➤ Start from beginning



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