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HARMAN high-performance audio system launches in Range Rover models

Harman Kardon[®] Logic7[®] high dynamic (HD) system - Exclusively Available on Range Rover

KARLSBAD, Germany – August 30th, 2010 (www.harman.com/automotive) – HARMAN, the premium global audio and infotainment group, prides itself on its principle of designing, developing, manufacturing and supplying branded audio systems. This authentic approach has been applied to its latest technology offering, the Harman Kardon[®] Logic7[®] HD system, exclusively available on Range Rover Autobiography and offered as an option throughout the model range. The new system continues 16 successful years of collaboration between Harman Kardon and Land Rover.

In celebration of this latest evolution in the Land Rover/Harman Kardon relationship, an exclusive launch event was held in June at the recording studios of music icon Mark Knopfler. British Grove Studios in London was selected as the perfect venue to demonstrate the capabilities of the Harman Kardon Logic7 HD system in the Range Rover, reinforcing the depth of competency of HARMAN's heritage in the professional recording process, coupled with the authenticity of our approach in automotive audio systems.

British Grove Studios is a state of the art facility with the ability to record in 5.1 surround and was used to best effect with Grammy winning Producer and HARMAN aficionado Steve Levine producing two tracks performed by Ivor Novello nominee Patch William. The studio was a hive of activity for two days as this young band worked under the expert supervision of Steve, producing a number of 5.1 recordings for demonstration on the Harman Kardon Logic7 HD system in the Range Rover Autobiography.

The latest Harman Kardon Logic7 HD system offers the audio connoisseur a unique listening experience. Utilising the most up-to-date digital technology, an impressive 1200W D class amplifier is at the heart of this premium sound system, delivering high dynamic performance, authentically reproducing the recordings back to the listener with the same unparalleled quality achieved during the live performance.

Fifteen independent channels drive the audio system, offering levels of control previously unavailable in an automotive environment. With nineteen hi-powered speakers strategically located throughout the Range Rover cabin, this class leading system delivers smooth and controlled vocal performance from the most challenging of tracks. Complemented by the new 200mm front door woofers and subwoofer in the rear quarter deck, the control of the low end frequencies is truly remarkable. Coupled with Harman Kardon's proprietary Logic7 surround sound processing technology this creates an all encompassing, multi-layered experience releasing the subtle nuances of the original recording, irrespective of the seat location.

HARMAN is proud of its long standing iconic and visionary collaboration with Land Rover. With the new Harman Kardon[®] Logic7[®] HD system exclusively available on Range Rover, the bench mark has been set once again.

The HARMAN logo consists of the word "HARMAN" in white, uppercase, sans-serif font, centered within a dark blue rectangular background.

Press Release

HARMAN (www.harman.com) designs, manufactures and markets a wide range of audio and infotainment solutions for the automotive, consumer and professional markets – supported by 15 leading brands including AKG[®], Harman Kardon[®], Infinity[®], JBL[®], Lexicon[®] and Mark Levinson[®]. The Company is admired by audiophiles across multiple generations and supports leading professional entertainers and the venues where they perform. More than 20 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of about 11,000 people across Americas, Europe and Asia, and reported sales of \$3.4 billion for fiscal year ended June 30, 2010. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE: HAR.

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