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Contact:

Christine Och

Global Communication & PR, Automotive

HARMAN

[christine.och@harman.com](mailto:christine.och@harman.com)

### **HARMAN provides high-performance Harman Kardon® audio system**

The fourth MINI model again relies exclusively on Premium Sound by Harman Kardon® ([www.mini.harmankardon.com](http://www.mini.harmankardon.com))

KARLSBAD, Germany, November 18<sup>th</sup>, 2010 – HARMAN, the premium global audio and infotainment group (NYSE:HAR), is expanding its cooperation with the BMW Group and equipping the new MINI Countryman with a high-performance Harman Kardon® audio system. HARMAN is the exclusive sound system supplier for all MINI models, including the John Cooper Works series.

"We are delighted that BMW Group has once again chosen Harman Kardon® premium audio for the new MINI Countryman", said Sachin Lawande, Co-President HARMAN Automotive and Chief Technology Officer, HARMAN. "The precision tuning of this new system complements its state-of-the art components, and we look forward to delighting MINI drivers with its exceptional performance."

The Sports Activity Vehicle is already the fourth model where MINI relies on the development expertise of HARMAN sound specialists. Working together in close cooperation, MINI vehicle developers and Harman Kardon® experts have perfectly matched the vehicle architecture for the sound system with the interior of the four-door crossover.

The precise acoustic tuning of the MINI Countryman is achieved by using AuraVox, HARMAN's unique equalization software toolkit which enables creation of a virtual acoustical imprint of the car, followed by advanced analysis and tuning. Even tiny irregularities and resonances in frequency response are corrected during the fast and effective computer analysis, followed by a personal listening analysis by HARMAN experts. The high-performance speakers are positioned with extreme precision to unveil their full potential. The result is a stirring, emotional sound experience, with reproduction comparable to the live atmosphere at an exclusive music club.

Ten premium Harman Kardon® speakers set the sound waves into motion. The Countryman is the first MINI to use the impressive central bass concept, including two powerful subwoofers under the driver and front passenger seats that provide solid bass lines and energizing beats from house music to rock 'n' roll. The four metal matrix tweeters produce distortion-free, sparkling highs, and four 100 mm Alumaprene® mid-range speakers in the side panels of the doors provide clean mid tones. The Alumaprene® membranes are used exclusively by Harman Kardon® and distinguish themselves from conventional speakers through greater dynamics, increased efficiency and particularly low weight.

Another special feature of the MINI Countryman is the powerful Harman Kardon® 400 Watt DSP amplifier with Class-D technology. The digital output stages of the amplifier are considerably more efficient than conventional amplifiers, generating less waste heat. Thus, no additional cooling is needed, which also reduces weight. The amplifier is optimally positioned in the rear of the new model to save space. It provides powerful audio levels and sophisticated sound down to the finest detail. Low bass pulses are faithfully passed on to the loudspeakers. Instruments are precisely positioned and can be pinpointed on the imaginary sound stage.

HARMAN ([www.harman.com](http://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 the Americas, Europe and Asia, and reported sales of \$3.5 billion

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

## Press Release

over the twelve months ending September 30, 2010. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE: HAR.

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