

October 6th, 2010 – **FOR IMMEDIATE RELEASE** -

Contact:  
Christine Och  
Global Communication & PR, Automotive  
HARMAN  
[christine.och@harman.com](mailto:christine.och@harman.com)

## **JBL presents premium surround sound in the new Peugeot 508 at Paris Motor Show**

### Innovative solutions from HARMAN on show in new Peugeot premium class sedan

PARIS, France, October 6<sup>th</sup>, 2010 – HARMAN, the premium global audio and infotainment group, is playing a key role in the world premiere of the Peugeot 508 at the Paris Motor Show. That's because the new premium class sedan boasts a high quality surround sound system from JBL<sup>®</sup>, one of the legendary brands from the HARMAN group, underlining the premium character shared by both companies.

"The choice of JBL premium branded audio marks the continuation of a longstanding partnership between HARMAN and the PSA Group," said Dinesh C. Paliwal, Chairman, President and CEO of HARMAN. "We are very pleased to participate in this important premiere and to delight Peugeot customers with our legendary sound."

HARMAN delivered its first sound system for the Peugeot 406 Coupé in 1998. Since then, Peugeot has consistently relied on the expertise of the HARMAN sound specialists in shaping its offering to customers.

Even during the development of the body-in-white, experts from Peugeot and HARMAN worked in close cooperation to match the sound system perfectly with the interior of the exciting four-door sedan. Using the latest technology from their own home entertainment products, the HARMAN sound specialists set down the design of each specially designed audio component and spent hundreds of hours integrating the system within the Peugeot 508 so that it would faithfully reproduce the rich JBL experience.

AuraVox<sup>®</sup>, an equalization software developed by HARMAN, enables the sound from the ten loudspeakers to be coordinated precisely before being fine-tuned by the acoustic experts to develop an auditory experience that will satisfy the most discerning enthusiasts. This is the first time that the JBL surround sound system has been optimized for two different seating modes, allowing a choice of whether the surround sound is focused on the driver's seat or enjoyed with equal fidelity from every seat.

Ten high-performance JBL speakers are precisely positioned for maximum sound quality, including an integrated 80 mm center speaker on the dashboard which enables a real 5.1-configuration for an excellent spatial balance. Each of the four doors has a 165 mm mid-range speaker with high-tech diaphragms made from a polypropylene composite material with powerful Neodym magnets - the first time such materials have been used in a Peugeot and characterized by an extra shallow and light design. In addition, the front doors include two 25 mm tweeters, while in the rear doors two passive 25 mm tweeters are integrated, ensuring pristine reproduction of critical tones. The paneling in the luggage compartment conceals another innovation from JBL, the 10-channel amplifier with an output of 50 watts per channel and subwoofer integrated in a space-saving compact housing. This is the first time the HARMAN 170 mm sound transducer is powered by a tricoil using 3 amplifier channels to ensure rich bass tones.

The Peugeot 508 sedan will be available from 2011 and will also be offered in a station wagon version.

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](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<sup>®</sup>, Harman Kardon<sup>®</sup>, Infinity<sup>®</sup>, JBL<sup>®</sup>, Lexicon<sup>®</sup> and Mark Levinson<sup>®</sup>. 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.

-----

HAR-C

AKG, AuraVox, Harman Kardon, Infinity, JBL, Lexicon and Mark Levinson are trademarks of Harman International Industries, Inc., registered in the United States and/or other countries.