



# PEUGEOT & FOCAL

LISTEN BEYOND

## SAME BRAND VALUES



Since 2014 and more particularly since 2016 with the launch of the new 3008 & 5008, PEUGEOT has partnered up with the prestigious French brand FOCAL to design its on-board hi-fi systems. The two tricolour manufacturers share identical brand values, an essential starting point for a perfect collaboration.

FOCAL is recognised as a world leader in the manufacture of hi-fi solutions. Based in Saint-Étienne (France), this French company manufactures loudspeakers for the home and multimedia, audio systems for cars, monitoring loudspeakers for recording studios and audiophile headphones. All Focal products are designed and developed in France: they enjoy nearly 40 years of innovation in exclusive acoustic technologies.

Focal engineers are involved very early on in a new vehicle project. From the very first architectural sketches, many criteria are decisive in order to give the best possible sound image while respecting the criteria of feasibility, layout, performance...



## EMOTION IN ALL ITS SHAPES

Since 2014, the roads of PEUGEOT and FOCAL have aligned so that the sound on board concept cars and production vehicles is a source of pleasure for the driver and passengers. Projects in which strong values that our two companies embody and defend are shared and promoted: high design standards, French know-how and advanced technology.

To design the FOCAL premium high-fidelity system, designers, engineers and sound technicians from both brands have combined their expertise and know-how. They designed a tailor-made aesthetic and acoustic integration: the result must be adapted to the characteristics of each vehicle and take into account the specific features of the chosen audio system.

The interior design of each PEUGEOT model with a Focal installation has thus enjoyed a specific development linked to the Hi-Fi option. This shared and meticulous work of integrating the loudspeakers goes beyond the simple positioning in the passenger compartment of the vehicles. It is the result of several years of creation and cross-design of strategic parts guaranteeing the final acoustic quality. Each area of the vehicle is studied: dashboard, glazing, doors, etc. Everything relies on design and materials to obtain the best rigidity, eliminate vibrations and optimise the layout of the system.

For each new collaboration, the entire passenger compartment is the subject of a specific development. A FOCAL Hi-Fi option is indeed a set of exclusive acoustic improvements such as heavy weights in the doors, choice of density for the sealing membranes, laminated glazing, simulations and studies of dashboard load volumes, orientation of the tweeters, opening rate and thickness of the protective grilles... Nothing is left to chance, the FOCAL premium Hi-Fi System for PEUGEOT is the subject of as much attention and development effort as the latest ranges of Sopra or Chora loudspeakers.



Then it's time to choose the loudspeakers, these unique pieces that Focal has been imagining and manufacturing for more than 40 years. There are proprietary and patented technologies to transpose the sound space and distil all the details and the atmosphere of the musical creations being listened to.

Hours of fine-tuning are then necessary and thousands of kilometres are travelled by acoustic engineers. This is done in order to get the best out of the installation, thereby ensuring an optimal and unique listening experience. The quality of the previous steps is essential to electronically adjust the sound scene, creating a comfortable environment and listening quality that belongs only to the car being studied.

## CONCEPT-CARS

### BISTROT DU LION

2014: first collaboration between PEUGEOT & FOCAL around a concept car, an astonishing recipe for perceiving, hearing and tasting cuisine differently.

This foodtruck is the innovative result of a new experience combining a space dedicated to musical mixes and a nomadic eating area. Imagined and designed by PEUGEOT Design Lab, this foodtruck is equipped with 50 Focal loudspeakers: eight mid-range speakers and 32 inverted dome tweeters for the treble have been fitted in the side doors. Focal's patented Flax (flax fibre) technology has been chosen for the speakers, a guarantee of fantastic sound. Eight subwoofers on either side of the foodtruck provide extra bass. Finally, the DJ can have a sound feedback with FOCAL's professional Alpha 65 speakers to set the music free with the 17,400 watts of on-board amplification power!

### PEUGEOT FRACTAL

2015: the Fractal concept car was revealed. This urban electric coupé is a prospective study of the PEUGEOT i-Cockpit® designed for, and by, sound. By removing all obstacles to broadcasting, acoustic purity and travel can be enhanced.

A real sound concept, Fractal offers a 9.1.2 installation designed as an on-board multi-channel system. This innovation is characterized by a very natural and colourless sound, rich reproduction in the midrange and strong attacks in the bass. This custom-built system consists of seven flax drivers and four inverted dome tweeters. In addition, SubPac subwoofers are integrated into the back of each seat; the entire system is driven by four high-compact Focal amplifiers, for a total of 1,600 watts available. The result? The system makes driving more instinctive by conveying information enriched by the spatialization and stimulation of sound throughout the cabin. It adapts autonomously to the vehicle's configuration and different uses: in coupé or cabriolet mode. Guaranteed emotions.



## PEUGEOT INSTINCT

2017: this elegant "shooting brake" presents PEUGEOT's vision of the autonomous car. The driver can choose between four driving modes, autonomous or manual, and can opt for a dynamic or calm driving style. The car is an extension of themselves thanks to the "Artik Cloud" platform which anticipates their desires and adjusts the atmosphere on board. This platform connects the car to its user's Cloud and connected objects.

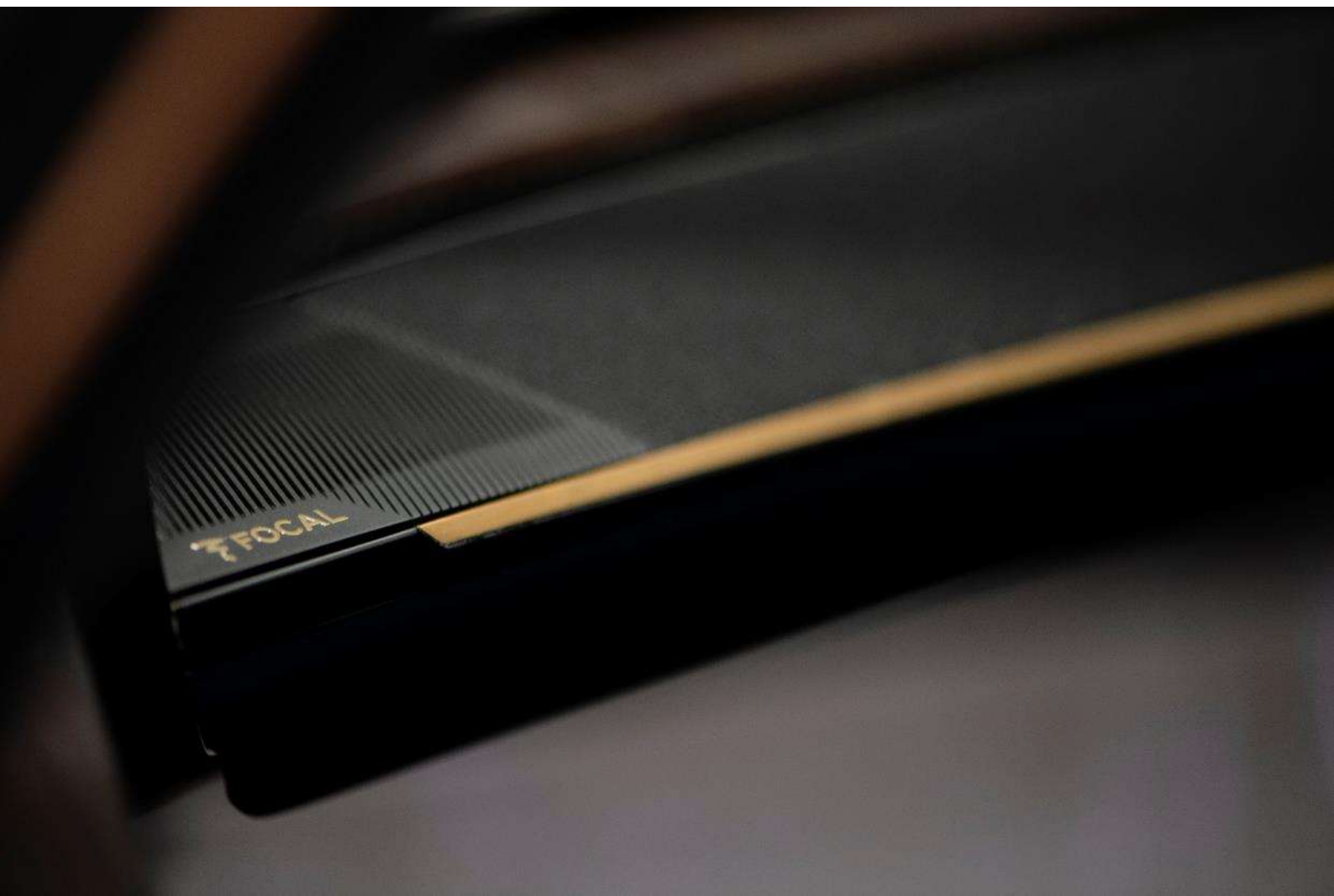
The FOCAL® hi-fi system, also connected, contributes to this on-board atmosphere, in symbiosis with the brightness or the position of the seats. The driver's environment adapts to his or her desires, depending on the chosen driving mode. In autonomous driving, the steering wheel retracts. As autonomous driving is one of the next revolutions in mobility, the car is becoming a natural and privileged place to listen to music. FOCAL has therefore designed an installation for PEUGEOT offering 11 Flax diaphragm loudspeakers (natural linen), Aluminium/Magnesium inverted dome tweeters and digital signal processing for a customised system. Two FOCAL LISTEN nomadic headphones are also permanently accessible inside the vehicle for individualised listening, on request in the rear seats. Everyone can enjoy their music the way they want.

## PEUGEOT e-LEGEND

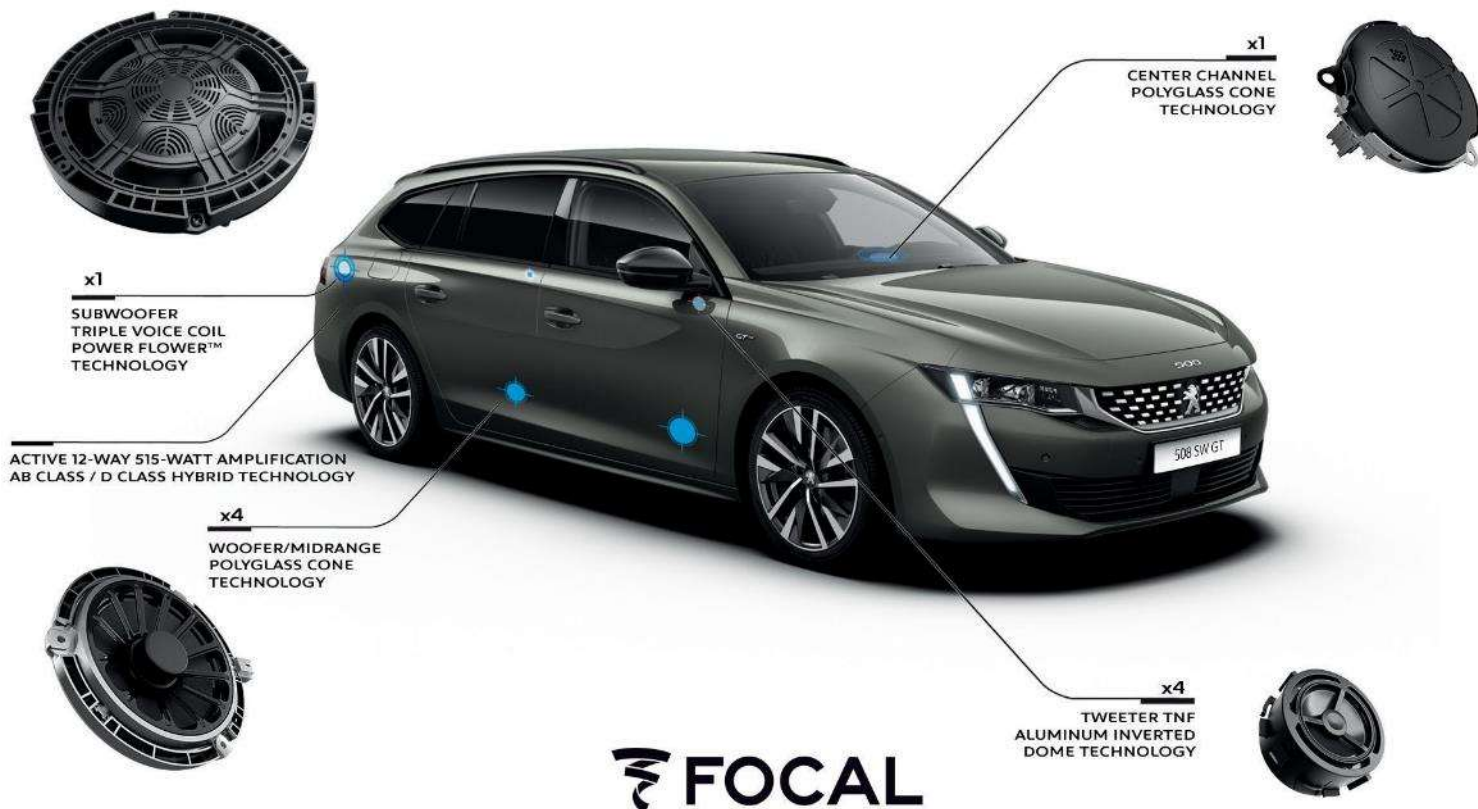
2018: because the future will never be boring, PEUGEOT unveils the e-LEGEND concept. PEUGEOT and FOCAL have thought up the autonomous, electric and connected driving experience of the future. By offering four driving modes, two of which are autonomous, this concept car invites passengers to take their time and enjoy themselves. In an elegant and cosy interior in silk velvet and Paldao wood, music takes on a whole new dimension thanks to a top-of-the-range Hi-Fi system combining high standards and innovation with two new sound functions:

- Mapping, for example, which makes it possible to send navigation messages only to the driver, while the other occupants listen to music,
- Zoning, which allows the contents to be fully customised, placing each passenger in their own sound bubble, without mutual interference.

Whatever the source emitted, the acoustic dashboard ensures exceptional sound distribution, foreshadowing future uses of sound broadcasting in the car.



# FOCAL® HIFI PREMIUM SYSTEM



## PRODUCTION VEHICLES

### NEW PEUGEOT 3008 & 5008

2016 : the PEUGEOT 3008 and 5008 offer the FOCAL premium acoustic system as a world first as an original equipment option. All of Focal's know-how is combined in an installation consisting this time of 10 loudspeakers with state-of-the-art technologies, for the pleasure of pure sound on board the vehicles.

To the detailed highs offered by the four aluminium inverted dome tweeters are added the balance and precision of sound provided by the four 165 mm woofers and the 80 mm centre channel with Polyglass cones. The 200mm triple voice coil Power Flower™ subwoofer delivers dynamic low frequencies. A 515-watt 12-way hybrid class AB/D active amplifier orchestrates the whole thing. It is these precise technological choices, resulting from 40 years of technical history and innovation of the brand, that form the basis of the FOCAL Premium Hi-Fi System; it has now become the reference for audio systems throughout the PEUGEOT range.

### NEW PEUGEOT 508 & 508 SW

2018: PEUGEOT and FOCAL join forces for the 508 and 508 SW saloon cars. The success of the Premium Hi-Fi System with 10 speakers integrated into the PEUGEOT 3008 and 5008 were the obvious starting point for the project, for a perfect adaptation in these two new vehicles.

Reworking the design, notably with perforated aluminium tweeter loudspeaker grilles and the customised integration of the system into these new passenger compartments, the Focal teams have pushed the limits of on-board comfort even further. Doors, windows, layout of the central track and the subwoofer: the audio system is restored to its former glory in the service of driving and the purest sound.

With this new project, PEUGEOT and FOCAL have redefined the codes of on-the-go listening. Presented with the new 508 & 508 SW "First Edition" and offered to all buyers of the launch edition, the new LISTEN WIRELESS PEUGEOT headphones incorporate all the acoustic expertise and aesthetics of both brands to multiply listening hours.



## NEW PEUGEOT 2008

2019: thanks to the FOCAL Premium Hi-Fi System with 10 speakers, driving in the city and in the great outdoors on board the new SUV PEUGEOT 2008 is a real pleasure. Once again the result of co-design work and cross-design of the strategic parts (upholstery, doors, grilles, etc.), the acoustic installation is perfectly suited to the urban SUV. Long development sessions on prototypes guarantee the high quality of the Focal sound and the richness of the music scene, for the enjoyment of music fans as well as the most demanding music lovers.

### Much more than just a partnership

With PEUGEOT and FOCAL joining forces to create an exceptional listening experience in the car, the two brands are also working together beyond the mere design of a Hi-Fi system tailored to a vehicle. Indeed, they are committed to all the details upstream and downstream that will simply serve the sound, the creations and participate ever more in a unique experience. Therefore, to fully discover and feel the mastery of the FOCAL Premium Hi-Fi System on board PEUGEOT vehicles, the teams called on French composer Benjamin Shielden to write a musical track: Golden Lion. This exclusive track, through strength and greatness, showcases the quality of the audio system and listening environment during demonstrations.

PEUGEOT and FOCAL share their constant quest for acoustic perfection while imagining their common future.

### Médias

PEUGEOT: <https://int-media.peugeot.com/>

FOCAL : <http://dam.focal.com/pindownload/login.do?pin=O0MHN>

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### PEUGEOT

Building on its technological offensive strategy and the electrification of its range, the PEUGEOT brand enters the era of energy transition with enthusiasm. Stimulating and rewarding driving, elegant design and uncompromising quality are the brand's commitment to its customers and contribute to the emotion provided by each and every PEUGEOT.

Present in more than 160 countries at 10,000 points of sale, the brand sold almost 1,500,000 vehicles around the world in 2019. PEUGEOT combines all-round Excellence, Allure and Emotion with the ambition to be the top-of-the-range generalist brand on a global scale.

### FOCAL AND VERVENT AUDIO GROUP

Vervent Audio Group was born in 2014, incorporating Focal and Naim Audio. Each brand brings its own expertise: Focal is a French manufacturer of loudspeaker technologies and hi-fi speakers, whose expertise extends to pro-audio speakers, in-car audio, custominstall products, and headphones. Naim is a renowned British electronics specialist, specializing in two-channel Hi-Fi, multi-room musicstreaming systems, amplifiers and music servers. Together, these companies constitute a High-Fidelity reference point. Vervent Audio Group's key markets are Europe, Asia and North America; strategic territories in which the group opened 'Focal Powered By Naim' flagship stores in 2019. Vervent Audio Group, which has 400 employees in France and the United Kingdom, will generate a turnover of around € 110 million in 2019, with three-quarters of sales outside its home countries.

