

harman/kardon®

PRESS RELEASE

FOR IMMEDIATE RELEASE

September 2004

HARMAN INTERNATIONAL AND BMW ANNOUNCE THE LAUNCH OF THE LATEST HARMAN KARDON PREMIUM AUDIO SYSTEM FEATURED IN THE NEW BMW 1 SERIES

Washington, DC – Harman International (HAR: NYSE) announced that leading automotive luxury brand BMW is setting a new benchmark in automotive audio entertainment by adding their latest state-of-the-art **Harman Kardon Professional Audio System** on its new 1 Series vehicle line.

The **BMW 1 Series Harman Kardon sound system** has been uniquely engineered to re-create the sound and feeling of a fine, natural acoustic environment in an automobile. The acoustic specialists at Harman, combined with the engineering prowess of BMW, have carefully measured the vehicle's interior and adapted proprietary technologies utilized in concert halls, theaters and recording studios around the world, to professionally re-master the acoustic integrity of the original performance within the BMW automobile.

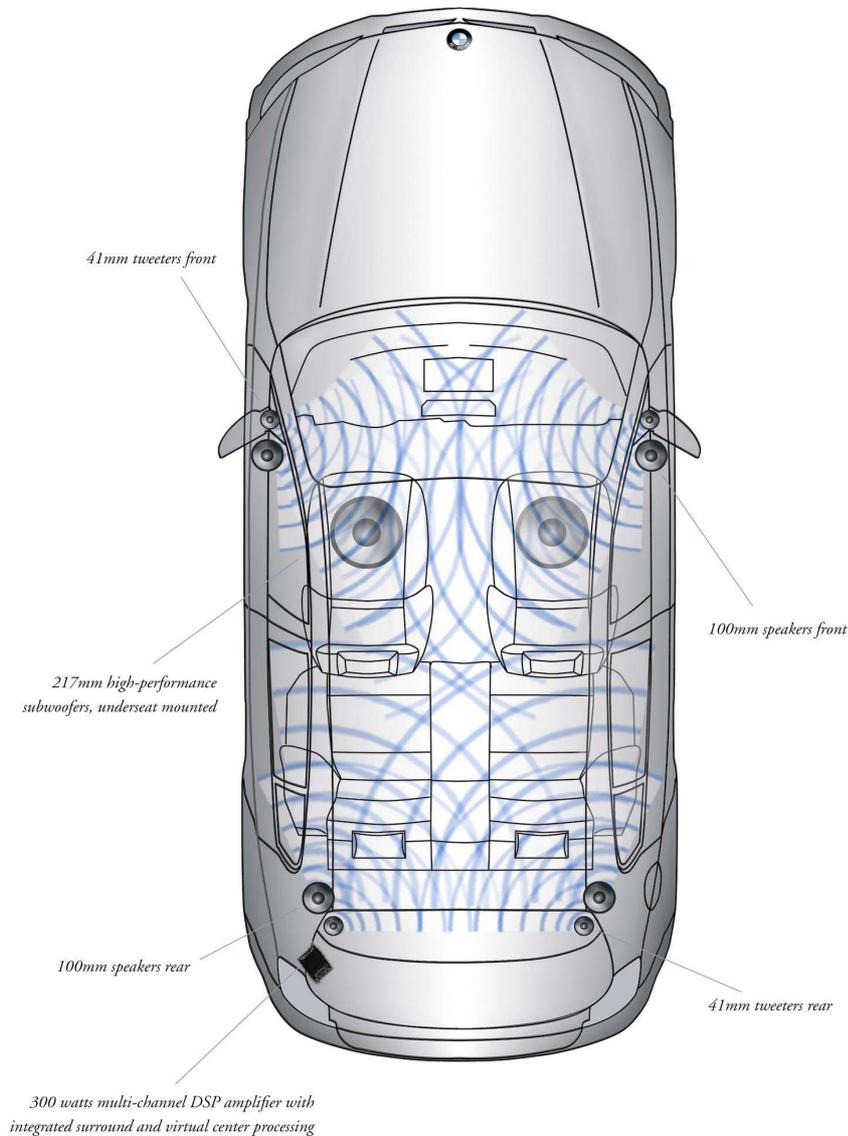
At the heart of the **BMW Harman Kardon audio system** are 10 strategically placed speakers driven by a powerful 300 watts multi-channel DSP amplifier with integrated cutting-edge multi-channel and virtual center processing technology. The patented multi-channel playback system extracts and re-creates all the subtle details and the full musical balance that the recording engineer included in the original master. The perceived location of the sound source is moved away from the speakers giving the impression of a larger space. A series of high-performance metal-matrix transducer designs with low distortion complement the system's ability for true sonic accuracy.

The result is a seamless enveloping soundfield presenting a true-to-life musical experience with stunning clarity and uncanny realism for all vehicle passengers – regardless of where they are seated.

– more –

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The optional **BMW Harman Kardon Professional Sound System** is available on the New 1 Series. **BMW Harman Kardon LOGIC7 Professional Surround Sound Systems** are available as option on all BMW 7 Series, 6 Series and 5 Series models.

Harman Kardon is one of the world's most recognized and respected brand names in the audio industry. Over 50 years of pioneering experience has made Harman Kardon a world leader in high-performance home, multimedia and automotive entertainment systems, with a legacy of developing premium-quality products known for their unmatched sonic performance, ease-of-use, elegant industrial design and technology leadership.

Harman Kardon is a company of **Harman International**. Harman International Industries, Incorporated (www.harman.com) is a leading manufacturer of high-quality, high-fidelity audio products and electronic systems for the consumer and professional markets. The company's stock is traded on the New York Stock Exchange under the symbol: HAR.

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