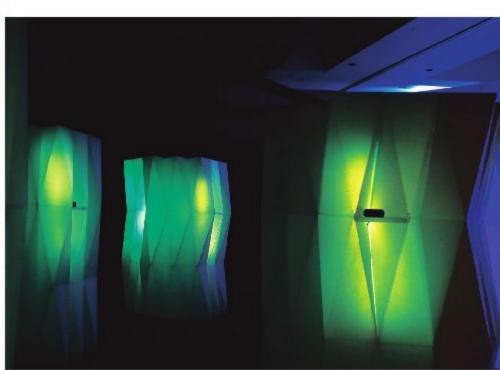


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IN TUNE: Ford and Harman are teaming up to revolutionize in-vehicle experiences through the introduction of all-new B&O PLAY audio systems in Ford vehicles worldwide. Ipsos 2016 Automotive Audio Branding study shows roughly one third of new car buyers say that the audio brand in their next vehicle would have a significant impact on their purchase consideration. B&O PLAY products reimagine more than 90 years of audio heritage, with natural materials, distinctive design and high-quality audio for seamlessly integrated experiences, whether a listener is in their home, on the go, or soon, in their car. Ford announced the exclusive collaboration with Harman during the automaker's annual Further with Ford trend conference.



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