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### **PERFORMANCE, TECHNOLOGY AND LUXURY - MERIDIAN FURTHER EXPANDS AUTOMOTIVE AUDIO BUSINESS WITH NEW KIA K8**

Meridian Audio and Kia Corporation are taking in-car audio to another level with the brand new K8 modern innovative sedan. Featuring a purpose-designed 14-speaker surround sound system, Meridian is further expanding its automotive business, working with Kia to provide exceptional audio experiences for the global mobility giant's new K8 model.

"We are thrilled that Meridian has been selected by Kia to engineer the audio system for the new K8 sports sedan. We are very proud to have won Kia's business and to be able to be a part of their journey spearheading the popularisation of new mobility services and working to inspire consumers to explore the best ways of getting around," comments John Buchanan, CEO of Meridian Audio. "For the K8, Kia has focussed on delivering a luxury interior that is sophisticated, contemporary and technologically advanced. This matches Meridian's focus to develop high performance audio systems that feature innovative technologies and have been designed into quality, user-friendly solutions within the vehicle."

The K8 is the first vehicle within the Kia range to feature Meridian. The 14-speaker audio system has been engineered by the experts at Meridian and features several of the British audio pioneer's proprietary DSP technologies. Meridian's core sound philosophy has been integrated into the K8, allowing customers to enjoy natural, lifelike and authentic audio on the move.

"Our engineers are familiar with the challenges that in-car environments present and through our programme of continuous research, we have developed a number of new audio technologies that combine to provide exceptional in-car entertainment experiences," adds John. "Meridian worked very closely with Kia's development teams to create a tailored audio system for the K8 which provides driver and passengers with a truly immersive, captivating listening experience."

The K8 features Meridian Horizon, an upmixing technology which provides multi-channel audio from two-channel stereo content, as well as centre image and ambience level controls for the user; and Meridian Intelli-Q Data-Driven Equalisation optimises audio playback within the cabin based on data available from the vehicle.

Meridian Digital Precision ensures all the finest details and emotions of the performance are delivered, regardless of the format used, and Meridian RE-Q Cabin Correction technology removes unwanted cabin resonances, preserving the natural rhythm and timing of the performance.

"Meridian has driven the audio industry forward as a pioneer of high performance, high-fidelity audio for over forty years and we are excited to be integrating their authentic and natural sound in the new K8," comments Byungchul Cho, Head of Product Planning at Kia Corporation. "Every element of the K8 interior has been designed with high-end luxury in mind, and this collaboration provides a very special, British premium sound experience to our customers."

Dr. Soonkwon Paik, Vice President of Infotainment Engineering Group at Hyundai Motor Group, went on to comment; "The Meridian sound system, engineered from the very home of British Pop music, fits seamlessly into the luxury K8 interior and enhances the innovative, energetic and vivid DNA of the Kia brand. Our goal was to add a very special experience to Kia customers, and this includes Meridian's refined sound quality, with an added sense of space and accuracy, an elaborate branded speaker grille design and the aesthetics of the amplifier in its hidden location. We are very proud to announce this collaboration and are excited to be bringing Meridian's unique sound experience to KIA luxury car customers soon."

With an ambition to deliver new standards in automotive quality, Kia has designed the K8 to combine first-class luxury, effortless style, unrivalled comfort and tomorrow's tech style, allowing the company to elevate the senses of the driver and passengers. Beautifully detailed wood materials provide a feeling of calm and natural wellbeing, while state-of-the-art technology connects the car to the modern world.

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**ABOUT MERIDIAN AUDIO**

Meridian, the award-winning British audio pioneer, has been creating innovative audio technologies and elegant, high performance audio products since 1977. Meridian's ambition is to enable people to listen, enjoy and fall in love with their music and movies wherever they are, and our renowned sound philosophy can be applied in all listening environments.

From the flagship DSP loudspeakers with integrated amplification, to discreet and powerful in-wall loudspeakers, Meridian engineers easy to install, high resolution audio systems for the home. Meridian's products are sold by custom integrators and audio specialists in more than 80 countries, worldwide.

Meridian works with many of the world's leading brands and our customers include British Airways, Human Horizons, LG Electronics, Jaguar Land Rover, Kia and Rivian, enabling millions of consumers around the world to experience our sound throughout their homes, and in automotive, marine and airline settings. Learn more at [www.meridian-audio.com](http://www.meridian-audio.com).

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