

# MERIDIAN AUDIO POWERS THE SOUND IN NEW LUXURY SUV, THE AVATR 07

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- British audio pioneers Meridian Audio selected to provide an immersive in-car experience for the all-new compact electric SUV
- AVATR is the high-end brand of Changan Automobile
- AVATR 07 recently unveiled at major launch in China

Meridian Audio, based in Cambridgeshire, UK, has been chosen to supply the in-car audio system for the recently launched AVATR 07 luxury SUV.

The Meridian Sound System was selected by the electrical vehicle manufacturer to assist them in creating a “luxurious atmosphere of first-class living.”

AVATR is creating forward-looking, sharply designed cars which boast advanced technology within its lavish interior.

A major part of that is the sound system. The AVATR 07 contains 25 separate speakers – which, combined with Meridian’s precision digital technologies and surround ambient lighting, create the very best immersive audio-visual environment.

For those who want to experience their entertainment in the highest level of quality, Meridian developed a 7.1.4 spatial audio system with five equalisation modes and the 25 separate speakers are powered by a 2,016-watt amplifier. The 07 driver’s seat includes two headrest speakers to enhance the quality of telephone calls, navigation commands, audio safety signals and adding another dimension of immersion for the occupant.

The cars were launched in China, at an event where Meridian’s home audio loudspeakers were also on show. Meridian’s Head of Automotive Paul Andrews was there to see the unveiling. He said: “We’re very pleased to have worked with AVATR on the 07 – the system produced provides an authentic, lifelike and natural audio experience, which is what automotive luxury demands. Meridian has created for AVATR an entire in-car sound experience which feels immersive and luxury at every touch point.”

AVATR is the high-end brand of the Changan Automobile and on a mission to bring premium luxury to the EV car market - one which Meridian is proud to be part of.

For more details on how Meridian Audio is helping bring world-class in-car entertainment to premium brands such as AVATR, please visit Meridian’s website (LINK: <https://www.meridian-audio.com/partners/avatr/>)

For more information, visit <https://www.meridian-audio.com/partners/kia/>.

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## ABOUT MERIDIAN AUDIO:

Meridian, the award-winning British audio technology pioneer and innovator, 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 its renowned sound philosophy can be applied in all listening environments.

From Meridian's flagship DSP loudspeakers with integrated amplification to its discreet and powerful in-wall loudspeakers, the company delivers easy-to-install, high-resolution audio systems with intentional design for home cinemas and whole-home solutions. Meridian's product range also includes the Ellipse, its latest all-in-one streaming speaker, offering the same uncompromising quality in a compact form. Continuing to push the boundaries of home audio, its products are chosen for many of the world's most astonishing luxury residences and superyachts worldwide.

Many of the world's most ambitious brands choose Meridian to engineer their sound solutions enabling millions of consumers around the world to experience Meridian's signature sound. Customers include AVATR, British Airways, Human Horizons, LG Electronics, Jaguar Land Rover, Kia and Togg. These partnerships enable millions of consumers around the world to experience Meridian's high performance, signature sound in residential, automotive, marine and airline settings.

Learn more at [www.meridian-audio.com](http://www.meridian-audio.com).

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