

## Focal designs the Hi-Fi system on the new PEUGEOT E-3008

The E-3008, PEUGEOT's all-new electric fastback, features the option of Focal's Premium Hi-Fi System and its 10 exclusive speaker drivers. In May 2016, the two French brands presented the first 3008, a bestseller. Seven years later, they are still united in their quest for the well-being in car. By 2025, PEUGEOT will offer the widest electric range of all generalist brands in Europe and the FOCAL's Premium Hi-Fi System will continue to evolve year on year, delivering sensational sound immersion.

### CO-DESIGNED BY FOCAL AND PEUGEOT

FOCAL has been PEUGEOT's Hi-Fi partner since 2014, hugely enhancing the driving experience. Engineers and designers work together from the system's definition to its installation. Meticulous attention has been paid to its integration that goes way beyond merely positioning the speaker drivers inside the cabin. The strategic parts involved in sound quality have been a particular focus, such as doors, windows, carpets, etc. The already remarkable sound insulation is bolstered by laminated front windows (with the Focal System). More than 100 hours have been spent on tuning to perfect the Focal sound signature. The emotions stirred by the audio system and the Panoramic i-Cockpit® take driving pleasure to a whole new level.

### THE PREMIUM HI-FI SYSTEM

For the PEUGEOT E-3008, 10 speaker drivers with exclusive FOCAL technologies have been chosen:

- 4 Hi-Fi woofers/midranges and a central speaker with Polyglass technology for uncompromising balance and sound precision. The woofers are designed with a powerful magnet for perfect control, a long coil for high power handling and deep bass, and an exponential cone profile for extended bandwidth.
- An elliptical subwoofer, located in the boot, incorporates Power Flower™ technology, the source of powerful bass.
- 4 aluminium inverted dome TNF tweeters, a technology offering optimum sound dispersion and highly detailed sound.
- 12-way ultra high-efficiency amplification totalling a power of 690W in class D. Each speaker driver is individually self-powered for perfect, distortion-free control.



## A REDESIGNED CENTRAL SPEAKER

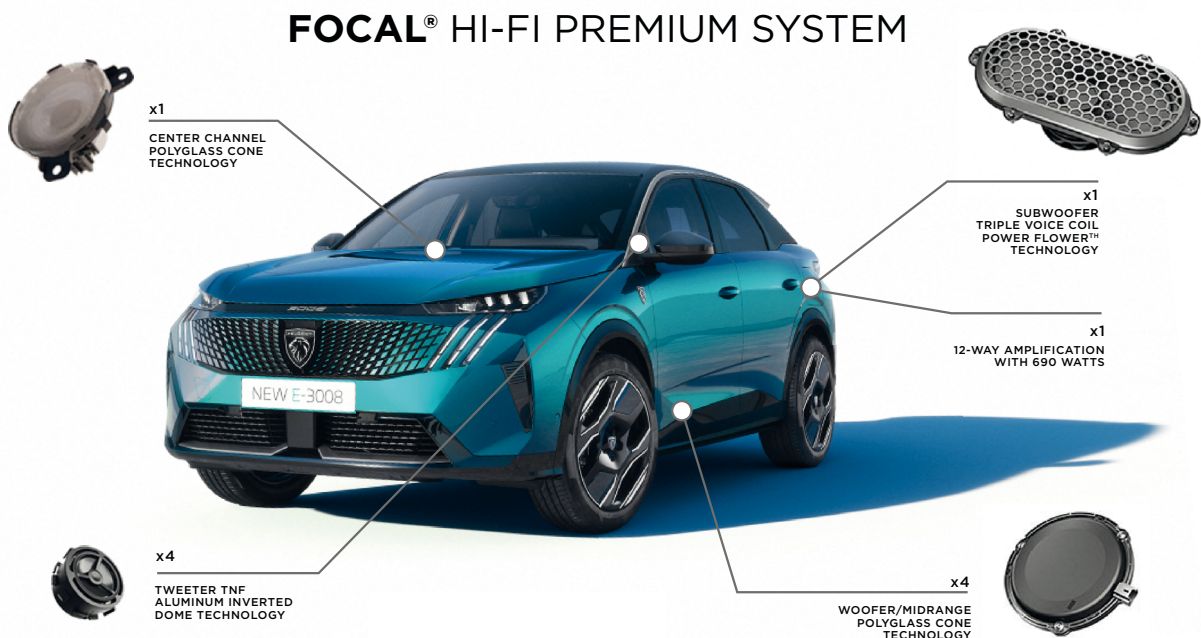
FOCAL's unique expertise in acoustics is at the heart of the system's design, and more specifically in the addition of a new speaker driver for the central speaker. More compact and more efficient, its manufacturing codes have been redefined. The large coil enables a long travel for this category of small speaker driver. Designed to reproduce the full spectrum of the human voice and most instruments, the sound is boosted up to the dashboard for a realistic and spectacular stereo image.

## EXCLUSIVE FOCAL TECHNOLOGIES

- **POLYGLASS CONE:** using fine glass microbeads on a cellulose pulp cone, the Polyglass cone combines the excellent damping properties of paper with the rigidity of glass. Balanced mass, rigidity and damping to provide a frequency response curve with exemplary linearity, for a perfect sound reproduction.
- **POWER FLOWER™:** the triple coil subwoofer is equipped with a Power Flower™ magnet. The three coils make it possible to get a total power of 150W, because each of them is powered by a 50W amplifier. The result is bountiful, dynamic bass. Inherited from the technologies in the Utopia loudspeakers, the Power Flower™ replaces the single ferrite usually used in the speaker drivers and is the source of a powerful magnetic flux. The weight of the speaker driver has been reduced by 30% to lower energy consumption, without loss of performance. The result: powerful bass reproduction that stays true to the music.
- **INVERTED DOME TWEETER:** the tweeters are positioned in the rear-view mirror pockets and the rear doors. This aluminium inverted dome technology guarantees precise and detailed treble rendering thanks to its omnidirectional diffusion and lightness. The Poron surround, taken from the Utopia tweeters, offers much lower directionality than traditional positive domes and a significant reduction in distortion.

## IMMERSIVE SOUND AND AN AUGMENTED EXPERIENCE

As in New 508, FOCAL offers two listening modes that guarantee remarkable sound immersion: "All-Passengers" is an optimised stereo mode for each passenger, and "Front Optimized" is an experience that augments the stereo stage, making it wider and deeper for the front seats. The sound is enveloping, the soundstage is full of life, voices clear and detailed, the bass deep and impactful.



### DOWNLOAD PHOTOS:

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