

## Focal enhances its Plug & Play offer with a new subwoofer specifically for BMW and MINI vehicles

Renowned for its unique audio expertise, French brand Focal has unveiled the ISUB BMW 8, a bass booster compatible with BMW and MINI vehicles. Easy to install and offering outstanding performance, this new 8-ohm subwoofer is perfect for improving your on-board system to deliver precise, powerful bass. This option completes the Focal Inside offering and sends the brand straight to the front of the pack when it comes to the Plug & Play kit market. Covering more than 40 car manufacturers (including Mercedes, Tesla, Ford, Toyota, and Volkswagen), the products are compatible with over 800 vehicle models.

### COMPATIBILITY FOR BMW AND MINI

The BMW Plug & Play kits were launched in November 2019, with the unveiling of seven products for multiple system options: two coaxial kits, one central speaker, two 2-way component kits and two subwoofers (2 ohms and 4 ohms). Buoyed by its success, the brand has further developed this series of kits in 2024 with the ISUB BMW 8. With an 8-ohm impedance, this bass booster is ideal for improving the sound experience in BMW and MINI models with an on-board audio option. It blends seamlessly with other kits from the range to create a complete system.

### POWER, PERFORMANCE, LONGEVITY

ISUB BMW 8 delivers precise and powerful bass thanks to the Polyglass cone, a Focal technology that provides optimal damping and natural sound without colouration, and the neodymium motor provides a high-performance and even more power. Meanwhile, the butyl surround ensures excellent stability over time, helping you to enjoy quality in-car listening experiences that stand the test of time.

### FOCAL INSIDE: A COMPLETE EXPERIENCE

A leader on the Plug and Play in-car kit market, Focal has developed a vast array of products, all available to view on its website at [www.focal-inside.com](http://www.focal-inside.com). From carefully crafted sound to cutting-edge electronics, not forgetting video tutorials to guide you through each step of the installation process, Focal Inside is the whole package. Different kits and amplification solutions are available to suit a range of makes and models, so that every driver can enjoy a system designed for their own car.

The kits are designed to be installed in a number of different positions, quickly and easily, using the assembly accessories included—no need for vehicle modifications.



**The ISUB BMW 8 subwoofer is now available from Focal dealers.**



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