



## **PIONEER INTRODUCES THE NEW A-SERIES, THE PERFECT OEM SOUND UPGRADE SYSTEM THAT YOU CAN ALSO EXPERIENCE WITH YOUR SMARTPHONE.**



**Belgium – 31<sup>st</sup> August 2018** – Pioneer Europe NV, a leader in aftermarket car audio, today announced the launch of the A-series automotive grade loudspeakers, designed to be the perfect OEM upgrade, and Pioneer's CarSoundFit app, created to allow users to experience Pioneer sound quality in their car. Designed to be the perfect OEM sound upgrade system, Pioneer's A-series speakers and subwoofers are focused on one mission; to be easy to install, whilst being able to deliver 'Richer Bass and Well Controlled Sound', which is one key element OEM speakers fail to manage and especially at higher volume levels. With specially designed materials and an included multi-fit adaptor, these new speakers are designed for easier installation and enhanced sound quality reproduction.

"Pioneer's new A-Series line up is not only easy to install but ensures a well-controlled balanced sound thanks to richer bass, improved higher frequencies, lower distortion and Pioneer's unique OPEN & SMOOTH™ sound concept, all of which are an improvement over your original speakers," said Mr. Girish Janday, product & marketing manager, Sales and Marketing Division, Pioneer Europe NV. "We've also developed a clever smartphone application called Pioneer CarSoundFit, where you can experience the Pioneer sound upgrade in your car. Just use some over ear headphones and enjoy the sound upgrade experience, the Pioneer way."

Pioneer's A-series line up consists of the flagship TS-A1600C, a 16.5cm component speaker set, offering powerful rich bass, high sensitivity, wide dynamic range and well-balanced clear vocals, thanks to Pioneer's famous OPEN & SMOOTH™ sound concept. These are key aspects of high quality audio that OEM speakers just cannot reproduce. Also included is improved power handling and a unique multi-fit adaptor\* for improved sound damping qualities and easy fitting into the majority of today's vehicles. This new A-series range confirms Pioneer's commitment to upgrading your car.

### **Open & Smooth™ Sound Concept**

Pioneer's Open & Smooth sound concept delivers open staging & smooth transition of driver response to provide the ultimate in-car sound. On your OEM speakers, the listening position changes the frequency response. Vocals can sometimes sound masked. With Pioneer's A-Series, thanks to Open & Smooth sound, in any listening position, you can get good sound quality, thanks to smooth off-axis response.

### **A-series Technology**

Pioneer's A-series speakers are designed after extensive research into the sound quality and installation requirements of today's new cars. Based on the research and results, Pioneer's engineers developed not only a product that was easier to install, but also a sound direction that satisfies any user who is looking to upgrade the sound in their vehicle. Available in popular sizes of 13cm, 16.5cm, 4" x 6", 6" x 8" and 6" x 9" variants, these new speakers are designed with a Carbon & Mica reinforced IMPP™ cone for deep and rich bass sound. Newly designed multi-fit adaptors to offer a wider range of installation options and to help ensure a well-controlled sound. As part of the design, Pioneer's engineers studied what else could be done to improve the sound. Pioneer also redesigned the internal construction of the speakers and introduces a 'long symmetrical voice coil and suspension', engineered for high linearity, and enhancing the bass, whilst further decreasing the distortion levels. This longer voice coil really has a positive result on the overall sound, and importantly, the durability of the A-series.



### **Pioneer CarSoundFit App**

Pioneer's CarSoundFit app is actually a car sound simulator for experiencing in-car sound with your own smartphone. Hear the difference between original car speakers and different Pioneer audio upgrades: convince yourself of the level of quality Pioneer can offer for your vehicle.

Pioneer's CarSoundFit app is available via your local App Store or via Google Play.

### **The new A-series line up**

- TS-A1600C 350W / 80W / 2-Way Component / Multi-fit adaptor included
- TS-A1670F 320W / 70W / 3 Way Coaxial / Multi-fit adaptor included
- TS-A1370F 300W / 50W / 3-Way Coaxial
- TS-A4670F 210W / 30W / 4-Way Coaxial
- TS-A6880F 350W / 80W / 4-Way Coaxial
- TS-A6960F 450W / 90W / 4-Way Coaxial / Multi-fit adaptor included
- TS-A6970F 600W / 100W / 5-Way Coaxial / Multi-fit adaptor included
- TS-A6980F 650W / 100W / 4-Way Coaxial
- TS-A6990F 700W / 120W / 5-Way Coaxial

The A-series line up is expanded with not only full range automotive grade speakers, but also subwoofers. The full range speakers are designed as direct replacements for factory installed (OEM) speakers, resulting in far greater sound quality at exceptional value.

Pioneer's A-series speakers are available from now, at Pioneer authorised car audio outlets. For further information, please contact your local Pioneer outlet, or visit <http://www.pioneer-car.eu>.

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Read all safety instructions in the product documentation before use. Distracted driving can result in serious injury, or death. Only use a function when it is safe and legal in your location, pay attention to the road and your surroundings, and obey all traffic rules.

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