

# Bose acquires McIntosh Group to expand premium audio offerings

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**This acquisition significantly expands Bose's portfolio of premium audio solutions for various markets, including automotive**

Bose Corp. has announced its acquisition of McIntosh Group, the parent company behind the luxury audio brands McIntosh and Sonus faber, and manufacturer of premium amplifiers, speakers, turntables and other audio products. This acquisition significantly expands Bose's portfolio of premium audio solutions for various markets, including automotive.



*Source: Getty Images/Grassetto*

According to Bose, the acquisition brings together “two industry pioneers with more than 175 years of combined, deep technical expertise a dedication to craftsmanship and artistry, and an unwavering commitment to reaching passionate music fans around the world.” It is set to broaden Bose's premium product offerings, spanning from earbuds and Bluetooth speakers to luxurious home and automotive audio systems. The acquisition also marks a significant step into the automotive sector for both companies. By leveraging Bose's 40-plus years in automotive audio and McIntosh Group's performance legacy, the collaboration aims to innovate in-car audio experiences.

“Over the last six decades we’ve delivered the best premium audio experiences possible; now, with McIntosh Group in our portfolio, we can unlock even more ways to bring music to life in the home, on-the-go and in the car,” said Lila Snyder, CEO of Bose. “We look forward to honouring the heritage of these brands, investing in their future and pushing the boundaries of audio innovation to bring customers experiences they’ve never heard before.”

The partnership promises to continue developing products that cater to a wide range of audio needs, from headphones and soundbars to high-end amplifiers and loudspeakers, focusing on innovation in noise cancelation, hearing augmentation and immersive audio. Both companies are committed to pushing the boundaries of audio technology to deliver unique and unparalleled listening experiences globally.

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