INTRODUCING THE BUGATTI OF HOME AUDIO



BUGATTI announces exclusive partnership with TIDAL Audio for perfection without limits in home audio.

BUGATTI and TIDAL Audio are united in a shared philosophy: to strive for perfection without limits in order to perform with exceptional design, effort and uncompromising spirit. The two companies, leading in their respective fields of exclusive luxury automotive design and premium audio systems, will set a new standard for home music systems — introducing ‘the BUGATTI of home audio’. The two companies will work to establish a new category of sound systems, underpinned by unrivalled exclusivity and high quality like no other.
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The partnership between BUGATTI and TIDAL Audio begins with the ''Royale'' range of speakers that lead the way for luxury in the home audio sector. Technical avant-garde meets a passion for design, the perfect finish and outstanding results — with the visual promise of the breathtaking performance that follows. Just as the engine of a Bugatti hyper sports car releases power and emotions, this unrivaled sound impresses with its finest definition and incredible power.

The superlative quality becomes its own metaphor and redefines the parameters of audio equipment design. Just as the BUGATTI models on four wheels give an almost infinite number of possibilities for customization, the options list for this new standard of home audio is equally as unique. As for the design there are two main themes: Monocoque and Duotone. One can select between piano finishes or avant-garde color and material combinations. Each ''Royale'' loudspeaker pair can be customized with carbon fiber, fabrics, leather, polished stainless steel, dark aluminum or precious metal surfaces.

The front of the speakers show the BUGATTI logo plaque, finished in polished stainless steel and curved to accommodate the shape of the unit up to the brand's qualities for personalization and performance — every set of speakers by TIDAL for BUGATTI is subject to a very personal bespoke ordering process, allowing the customer to share their precise vision of the best audio system in the world. And the plaque at the backside, branded 'TIDAL for BUGATTI', underlines the exclusive cooperation.

The ''Royale'' is deploying four subwoofer drivers per speaker and a 3-way front unit with a midrange-driver and tweeter with diamond diaphragms. The diamond diaphragm tweeter can be also found in our cars. The Royale is an active speaker with housing extremely powerful amplifier channels inside. The matching music controller allows to connect to all kinds of sources, including music streaming services and TV and can be controlled with smart devices.

The start of the partnership manifests itself in the 'Edition Noir' and 'Edition Blanc', each limited to only 15 pairs.

About TIDAL Audio: TIDAL Audio was founded in Germany 1999 by entrepreneur and music enthusiast Jörn Janczak with a clear vision of building the finest audio systems in the world. From the beginning TIDAL Audio pursued single-mindedly the ambition to redefine quality in the sphere of sound systems. TIDAL Audio systems are a combination of passion and professionalism never sparing any efforts to reach new heights in audio quality and design aspirations. TIDAL Audio serves prestigious clients around the world and has received multiple awards from leading reviewers and magazines.

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