

Focal unveils its FOCAL[®] INSIDE range for BMW

Having created premium hi-fi systems for the car, the French specialist audio manufacturer is developing its Focal Inside range, offering a broad choice of kits that combine the joy of driving with the love of hi-fi sound. Focal Inside is aimed at any driver who wishes to replace their original system with a quality hand-picked solution. Covering over 20 manufacturers (Peugeot, Renault, Toyota, Volkswagen...) and compatible with nearly 300 vehicles, discover today the Focal Inside range for **BMW** and **Mini**.

THE FOCAL INSIDE CONCEPT

Focal Inside brings together all the in-car Plug and Play product lines. The Saint-Étienne brand renowned worldwide for its expertise in speaker driver creation has developed kits and showcases them on the www.focal-inside.com website, so that each driver can hand-pick the audio system that perfectly suits their vehicle and meets their exact requirements. In addition, tutorial videos are available online in order to guide the client in his installation.

The range is designed to be installed quickly, without making any modifications to the interior. Different configurations are available, according to the vehicle make and model, and each kit is complete, meaning that it comes with all the mounting accessories necessary for installation.

THE NEW BMW KITS

With two-way component kits, two-way coaxial kits, central speaker and subwoofers (2Ω and 4Ω), the range is complete and offers outstanding performance. These products are exclusively equipped with the neodymium motor and Aluminium/Magnesium inverted dome

tweeter, technological features designed for high power and perfectly rendered treble. They have been developed to cover over 70 models of the BMW and Mini brands, with only 7 products (see below).

DEDICATED ELECTRONICS AND CABLES

To complete the FOCAL Inside concept, the engineers at Focal have developed an amplifier that is high-performance, compact and easy to install: the FIT 9.660. This 9-channel amplifier/DSP delivers a total of 660W RMS power. The DSP allows sophisticated hi-fi settings downloadable from the Focal Inside website.

Finally, dedicated cables are available for optimum compatibility with a wide range of vehicles. These cables allow a broad choice of possible combinations to suit all audio solutions. This is what lies at the heart of the Focal Inside concept: Plug and Play.

**ONE CAR,
ONE AUDIO
SOLUTION**

Available: November 2019



ICC BMW 100
2-way coaxial
central speaker



IC BMW 100
2-way
coaxial kit



IC BMW 100L
2-way
coaxial kit



IS BMW 100
2-way
component kit



IS BMW 100L
2-way
component kit



ISUB BMW 2
Subwoofer
(2Ω)



ISUB BMW 4
Subwoofer
(4Ω)

 **FOCAL**[®]
L I S T E N B E Y O N D

FIT 9.660



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