



Press Release

For Immediate Release

April 4th, 2023

Morel Launches World-Class Speaker Upgrades for BMW and Mercedes-Benz Vehicles

Morel, the renowned maker of ultra-premium speaker systems for homes and cars, proudly announces the launch of our Integration Series speaker kits for BMW and Mercedes-Benz vehicles. The DirectFit chassis design allows a single speaker kit to cover a wide variety of BMW or Mercedes-Benz applications. Performance or Reference Series designs give consumers “better and best” options regarding clarity, power handling and output capability. These features, combined with our unique in-house speaker development experience, result in speaker upgrade kits with features and quality, unlike any other solution on the market.

DirectFit Plug and Play Design Covers Multiple Applications

With retailer inventory levels in mind, each Morel Integration speaker upgrade kit was developed to cover a wide variety of BMW or Mercedes-Benz vehicles using our new DirectFit mounting system. Each kit includes **all** the mounting adapters required to make the system compatible with the entire spectrum of applications. Retailers need only stock a single coaxial or component kit rather than two or three solutions for each configuration. DirectFit helps retailers have the solutions they need in stock to serve their clients with minimal inventory investment.

The three mounting brackets in each BMW speaker kit attach quickly and easily with three screws. For the new Mercedes-Benz speakers, the mounting brackets attach without any tools. Further, our Integration speakers include OE-grade connectors for a proper plug-and-play installation. This connection method is ideal for upgrading leased vehicles and improves reliability without additional cost to the vehicle owner.

Two Performance Levels to Suit Every Music Lover

Our Integration speaker kits allow music lovers to choose from two performance levels designed to meet the expectations of even the most discerning audiophiles. Clients wanting improved clarity and output capability over the factory-installed speakers can choose from the Performance Series solutions. These speakers are designed to work with factory-installed or low-to-moderately powerful aftermarket amplifiers. Our Reference Series speakers are no-compromise high-resolution speaker designs that set a new benchmark for accuracy from OE mounting locations.



Press Release

Performance Series Speaker Features

More specifically, the Integration Performance-Series speakers include three products that were designed as significant performance upgrades to what came from the factory. The IP-BMW42 is a 4-inch component speaker set with the fantastic MT100 1.1-inch soft dome tweeter. The IP-BMW4C is a coaxial speaker upgrade solution suited to applications without a factory tweeter location. The compact 0.8-inch tweeter maintains our legendary soft-dome design to reproduce high-frequencies with amazingly realistic balance and detail. The eight-inch IP-BMWSUB82 ultra-slim subwoofer features a compact neodymium magnet and Morel's innovative EVC motor technology to deliver accurate and powerful bass. In addition, the Uniflow chassis reduces intermodulation distortion to improve dynamics and musicality. Finally, a two-ohm voice coil design extracts the most performance possible from factory-installed amplifiers and works fantastically with higher-power aftermarket solutions. Our Mercedes-Benz Performance Series speaker Kits mimic the BMW solutions with dedicated component and coaxial speaker kits and subwoofer upgrades designed for the firewall mounting locations.

Reference Series Speaker Features

Our Reference Series BMW and MB speaker upgrade kits feature technologies from our world-renowned Hybrid Series drivers. These speaker kits are the ideal solution for system upgrades that feature digital signal processors and premium amplification to deliver concert-like volume levels, studio-quality performance, and unmatched realism from the stock speaker locations. The IR-BMW42/IR-MBZ42 component kits feature woofers that use our Damped Polymer Cone (DPC) technology to reduce distortion and coloration. Speaker efficiency is boosted by a neodymium-powered motor design, while midbass performance is improved using a low resonant frequency woofer. Both drivers feature an oversized 2.1-inch voice coil with our EVC motor design that improves power handling and linearity without negatively affecting upper midrange clarity. A low-Q suspension ensures taut and controlled dynamics, free of overhang and unwanted resonance. Both kits use our much-lauded 1.1-inch hand-crafted Accuflex dome tweeter design to deliver the ultimate high-frequency sound reproduction. Finally, IR-BMW4INT features our Integra point-source geometry to ensure smooth and natural sound in any seating position through the crossover frequency region. The Reference Series kits from Morel set a new benchmark for BMW and Mercedes-Benz speaker upgrades and offer an easy, high fidelity upgrade for both older and **latest BMW and MB** models.

Morel Integration BMW and Mercedes-Benz Speakers are Shipping Now

Our Integration Series BMW kits started shipping in 2022, and the Mercedes-Benz speakers and subwoofers have just started shipping.



Press Release

About MOREL

Morel, an international leader in speaker components and systems since 1975, manufactures hand-crafted, award-winning speakers and audio drivers for the mid to high-end OEM, home and car audio markets. Its products are sold in over 55 countries worldwide. Unlimited by design constraints and with decades of experience in making its own drive units, Morel can offer its customers the latest acoustic technologies, which provide a lifetime of musical enjoyment. With its high standard for technological innovation and design excellence, Morel audio speakers are the choice of many of the biggest names in the music industry.

Morel PR Contact

Shelley Alperovich, +97289301161

shelley@morelhifi.com

Web: <http://www.morelhifi.com>

Facebook: <https://www.facebook.com/MorelHiFi>

Twitter: <https://twitter.com/MorelHiFi>

YouTube: <https://www.youtube.com/user/MorelHifi>

unleash the music

