

MERIDIAN PARTNERS WITH TOGG FOR BESPOKE SOUND SYSTEM IN NEW TOGG T10F

PRESS RELEASE

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Meridian Audio continues to expand its automotive presence with a custom-engineered sound system for Togg's new T10F electric fastback, launching in Germany on 29 September.

The collaboration underlines Meridian's role at the forefront of EV sound innovation, bringing more than 45 years of British audio expertise to one of Europe's fastest-growing automotive brands.

The T10F's fastback design and unique cabin architecture presented unique acoustic challenges, prompting Meridian engineers to adapt their tuning approach.

Proprietary technologies and tuning, including Meridian Intelli-Q were precisely tailored to the cabin, delivering powerful bass and exceptional clarity for every seat position.

"In a compact fastback, sound behaves very differently," said Sam Smith, Automotive Team Leader at Meridian.

"We invested significant time in fine-tuning the system with our technologies so the T10F delivers a consistent, immersive experience - whether cruising on motorways or navigating city streets." Meridian engineering ensures balanced bass and clear sound throughout the T10F's cabin environment.

Meridian's Intelli-Q technology compensates specifically for the T10F, automatically adjusting to different driving conditions. The system ensures consistent audio quality whether cruising on motorways or weaving through city streets.

The audio system integrates seamlessly with the T10F's 41.3-inch screen, while Meridian's Horizon technology allows drivers to personalise their audio experience.

Both the T10F and T10X will be available for online orders exclusively via Trumore, Togg's in-house ordering platform, as the company launches in Germany. The T10X SUV will also feature an optional Meridian audio system as part of the German market rollout.

Paul Andrews, Global Director of Automotive Business at Meridian, added: "We are proud to support Togg as they expand into Europe. This collaboration demonstrates how Meridian's expertise transforms the EV driving experience, reinforcing our global momentum in the automotive sector."

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About Meridian Audio

Meridian is a multi-award winning British audio technology innovator with a rapidly growing automotive

business. In home audio, Meridian is best known for the hi-fi and surround sound cinema products chosen for many of the world's most astonishing residences and super yachts. For the demanding in-car environment, the company focusses on pioneering DSP and other software technologies, supported by deep expertise in electronics, hardware integration and system tuning. Many of the world's most ambitious vehicle manufacturers trust Meridian to support their audio system design, adding value to their most premium systems through the addition of the Meridian brand. Meridian is a technology-driven business that invests around 15% of revenue in R&D, ensuring a full pipeline of innovations that deliver exciting upgrade paths for its customers.

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