

# MERIDIAN AUDIO DEBUTS BESPOKE SOUND SYSTEM WITH THE NEW AVATR 06T

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- AVATR 06T, the electric car brand's first smart sport sedan, launches with Meridian sound
- Meridian engineers have completed a bespoke tuning for both the 16 and 25 speaker systems for the new 06T cabin
- More than 171,000 AVATR vehicles with Meridian now on the road

Meridian Audio's strategic partnership with AVATR continues with the launch of the new AVATR 06T, the brand's first smart sport sedan. The 06T boasts Meridian's unique DSP technologies, user features and curated sound modes for the best sound in-car sound experience.

Meridian engineering have carried out a full tuning workshops to ensure optimal sound experience is delivered in this new 06T cabin environment. The new tuning shapes a sound signature built around the more dynamic, sporty character of the vehicle - without losing Meridian's signature clarity.

"Every cabin presents a different acoustic environment, and every vehicle has its own character," said Meridian's Director of Global Automotive Business, Paul Andrews. "Our role is to make sure the sound feels naturally aligned with both, so the audio supports the driving experience and the vehicle's identity.

With the 06T, that meant a fully bespoke tuning of both the premium and high-end system for the sedan's sportier, more dynamic identity. The 06T was showcased at the 2026 Beijing Auto Show alongside the refreshed AVATR 12, which also features Meridian sound. The 2026 version of the 12 retains two Meridian system options, incorporating proprietary technology and features that have defined Meridian's work with AVATR since the partnership began in 2024.

## A Continued Presence in China's Premium EV Market

AVATR represents a new approach to automotive luxury in China, born from a collaboration between major Chinese automotive and technology leaders. The brand combines established car-making expertise with advanced technology, building vehicles designed for drivers who expect both progressive design and the latest in-car experience.

The 25-speaker, 2,016W Meridian system is amongst the most comprehensive setups across Meridian's automotive partnerships - delivers consistent audio quality throughout the cabin, with strategically positioned speakers including headrest units for the driver. Meridian's acoustic technologies automatically adapt to changing driving conditions, while five sound modes - Pure & Original, Luxury Theatre, Ethereal, Immersive Cinema and Personalised - give passengers control over their listening experience.

To date, more than 171,000 AVATR vehicles with Meridian have been delivered, reflecting the partnership's role in shaping the in-car audio experience for one of China's most ambitious electric vehicle programmes.

**ENDS**

### PR & Media Contacts

Gareth Jacob  
Marketing Campaign Manager, Meridian

gareth.jacob@meridian.co.uk

David Granger  
Director, Arc & Foundry  
david@arcandfoundry.com  
+44 777 555 3139

## About Meridian Audio

The Future of Sound.

Meridian Audio is an engineering-led technology and brand licensing business with an award-winning product portfolio. With nearly fifty years of pioneering audio innovation at its core, Meridian is driven by a singular goal: to evoke the kind of goosebump-inducing reactions that stay with you, an experience that is natural, authentic and lifelike which resonates deep within.

A fundamentally human starting point underpins everything Meridian does. By understanding how we perceive sound, and how it makes us feel, Meridian researches and designs experiences that are immersive, engaging and effortless in any listening application.

Today, Meridian's proprietary audio technologies reach millions of listeners around the world, in luxury homes and throughout automotive cabins, aircraft interiors, marine vessels and personal listening environments. Meridian partners with iconic global brands to shape immersive audio experiences that transform any listening space, and customers who've chosen Meridian include AVATR, British Airways, KIA, LG Electronics, MasterCraft Boats, McLaren Automotive, Rivian, Togg, United Airlines and the JLR House of Brands: Range Rover, Defender, Discovery & Jaguar.

Meridian's portfolio of high-performance luxury audio products are Made in Britain and sold worldwide through specialist integrators and audio distributors. From flagship in-room loudspeaker systems to complete integrated home theatres, Meridian's award-winning products embody the pinnacle of performance, maximising the company's capabilities across research, technology, system design and engineering to set a benchmark for discerning listeners with luxury residential and bespoke marine projects.

Learn more at [www.meridian-audio.com](http://www.meridian-audio.com)

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