



Video 1 – Introduction and History

- The Harman Kardon Beautiful Sound by Design Training and Incentive Program runs through **May 31, 2015**.
- Program participants earn points by viewing a few short informative videos and passing the Kick Off Test, selling Harman Kardon equipped Volvo vehicles, and answering quiz questions for each sale.
- Prizes that can be earned and won in the program include Harman Kardon products ranging from portable Bluetooth speakers to complete surround-sound home theater systems.
- From its beginnings in **1953**, Harman has been renowned in manufacturing some of the worlds first and finest high-fidelity audio equipment, helping fuel the Hi Fi industry.
- Today, Harman International Industries markets specialty audio and infotainment equipment under **20 brands**.
- Harman supplies the following markets: professional audio, from the studio to the stage; personal audio, from home to portables; and premium audio and infotainment systems for automotive.
- Other brands that fall under the Harman umbrella include JBL, Mark Levinson, Revel, Infinity, and AKG.

Video 2 – Technology Overview

- Features of the Harman Kardon branded audio systems in Volvo include specially designed amplifiers, advanced speaker technologies, and custom acoustic tuning for each model.
- The Harman Kardon audio system available in Volvo cars uses **Class D amplifiers**, which are more efficient than analog amplifiers, with conversion of power close to 100%.
- **Class D amplifiers** also run cooler, and thus use less power than other amplifiers, and deliver reduced cost based on their size and weight.
- **Alumaprene** is a proprietary new-generation polymer that is used as a speaker membrane to create a vibrant and lifelike performance.
- **Dirac Live** is the sound tuning application that is used for exceptional sound reproduction for Harman Kardon systems in Volvo.
- **Room correction** is the process of tuning the Harman Kardon sound system for the unique environment of a Volvo interior to reduce "colorations".

Video 3 – System Availability

- Harman Kardon systems are available in the Volvo models **S60, S80, V60, XC60, and XC70**.
- In the design of the Harman Kardon system for Volvo, several audio system architecture elements are taken into account, including different model size and dimensions of each model's interior, materials used within the cabin of the vehicle, and seat positions of driver and passengers.
- There are **650 watts** in the **5-channel** Class D amplifier that is offered in the Volvo S60, S80 and V60.
- There are **910 watts** in the **7-channel** Class D amplifier that is offered in the Volvo XC60 and XC70.
- There are **12** Harman Kardon speakers in the Volvo S60, S80 and V60.
- There are **14** Harman Kardon speakers in the Volvo XC60 and XC70.
- The main differences in the Harman Kardon systems for the XC60 and XC70 compared to the S60, S80, and V60 is that the XC60 and XC70 have 1 Bandpass Subwoofer, 2 extra speakers, and 7 total channels instead of 5.

Video 4 – Engaging the Buyer

- The best question to begin the discussion about Harman Kardon audio systems available in Volvos is "Are you familiar with the Harman Kardon brand?"
- When asked "Where do you listen to music more, in your car or your home?", if the customer answers that they spend more time listening to music in their home, ask them "What kind of home theater system do you have?"
- In the selling process, qualify that the Volvo buyer as a good prospect by learning if they have long commute times, spend long periods in their car, experience emotional responses to listening to music, or express excitement about their home theater system.
- Once you have confirmed the buyer is a possible fit for the Harman Kardon system, give them **a demonstration of the system**.
- Be sure to **use the Harman Kardon Demonstration CD** or another high quality uncompressed source during the demonstration.

Video 5 – System Pricing

- Harman Kardon sound systems are **available** in Volvo vehicles both **as a stand alone option AND in the Platinum Trim Level**.
- The Harman Kardon sound system is available as a stand alone option for **\$1,200 with Option Code 934** when ordering.