

## Press Release

For Immediate Release

3 October 2023, Hong Kong



### **KEF and Lotus deepen partnership with in-car audio system and co-branded home audio product to unlock growth potential**

KEF, the premium speaker brand of KEF GP Group which is a subsidiary of Gold Peak Technology Group Limited (SEHK: 40), announced partnership with Lotus Group in 2021. Since then, KEF has brought its high-end audio into the Lotus Emira sports car, the pure electric hyper-SUV Eletre, and the new pure electric hyper-GT Lotus Emeya, creating an extraordinary audio experience for car enthusiasts.

Following the success of the KEF in-car audio system for Lotus, the two iconic brands extended the partnership in July with the introduction of the co-branded **KEF x Lotus** home audio wireless HiFi speakers - LS60 Wireless Lotus Edition. In August, Lotus collaborated with KEF and Dolby to present “Immersive Sound Stage Experience Zone” at the 2023 Chengdu International Auto Show.

#### **Lotus x KEF x Dolby jointly present superb in-car audio**

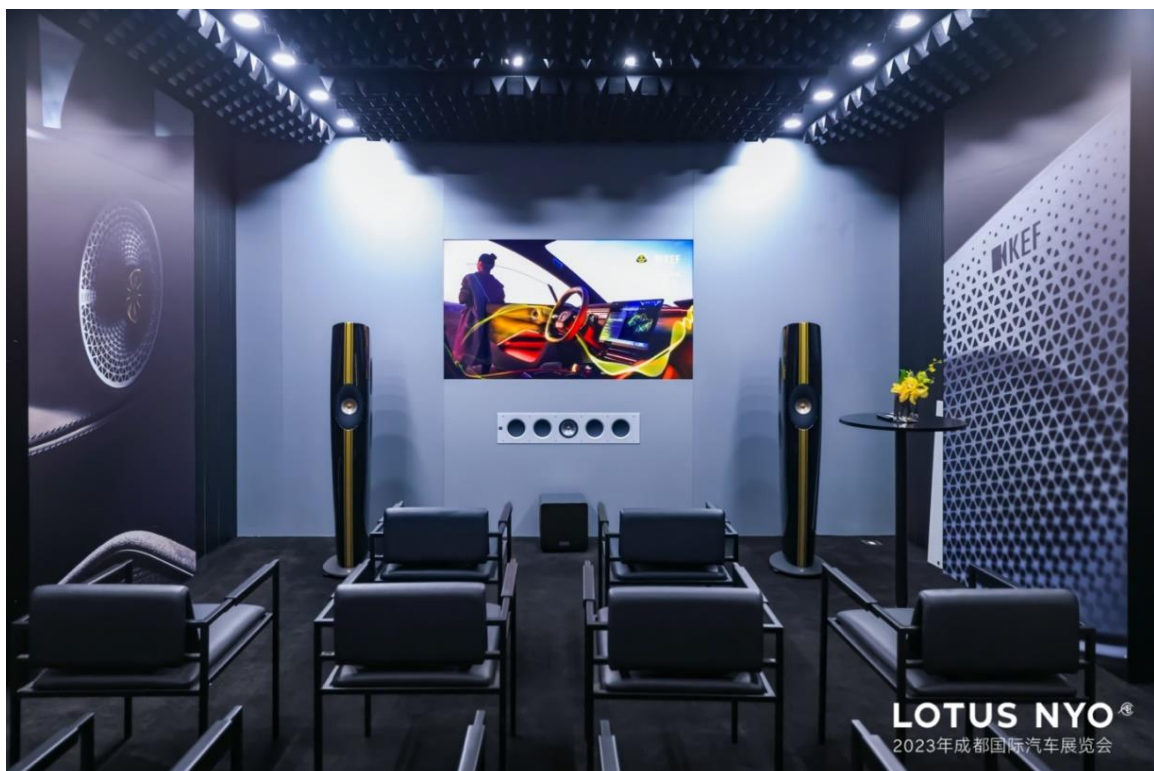
On 25 August, Lotus showcased its best-selling car models at the 2023 Chengdu International Auto Show, including the Emira sports car and the Eletre hyper-SUV. Together with Dolby, Lotus and KEF jointly presented the superb immersive in-car audio of the Lotus Eletre with Dolby Atmos surround sound. Additionally, a dedicated home theatre featuring KEF’s Blade One Meta speakers and architectural speakers was curated for visitors to experience the immersive KEF sound.

# Gold Peak Technology Group Limited 金山科技工業有限公司

*KEF and Lotus deepen partnership with in-car audio system  
and co-branded home audio product to unlock growth potential*



Grace Lo (6<sup>th</sup> from the left), Deputy Managing Director of Gold Peak and President of KEF Audio Group at 2023 Chengdu Auto Show  
(Image source: LOTUS NYO)



Dedicated home theatre featuring KEF's flagship Blade One Meta speakers and architectural speakers to showcase surround Dolby Atmos sound experience  
(Image source: LOTUS NYO)

## **KEF x Lotus in-car audio – The Definitive Experience**

With the shared vision and pursuit of excellence, KEF and Lotus have continued to spearhead innovative advancements in technology and design, driving the development of in-car audio for premium sports cars, and providing lifestyle connoisseurs with exceptional products and services. The KEF in-car audio system for Lotus is intricately tuned by the same engineering team responsible for the performance of KEF's flagship premium loudspeakers including Blade and The Reference. Via technologies including a dedicated automotive version of KEF's signature Uni-Q® driver array, Shadow Flare, Uni-Core® technology and Dolby Atmos surround sound, KEF in-car audio systems offer incredibly accurate and coherent sound for both the driver and passengers.

With the rising global awareness of sustainable development and environmental protection, the market demand for electric vehicles is rapidly growing. By 2028, Lotus plans to grow the business into a global luxury performance brand, with the ambition to sell 150,000 electric vehicles annually.

## **KEF and Lotus strengthen partnership with co-branded home audio**

Following the success of the KEF in-car audio system for Emira, Eletre and Emeya, the two iconic brands teamed up again in July to introduce the first co-branded KEF x Lotus home audio product – the **LS60 Wireless Lotus Edition**, a ground-breaking floor standing system that pushes the boundaries of technological innovation for emotionally enchanting audio. The LS60 Wireless Lotus Edition launch drives the partnership to expand into new markets, opening up a new chapter for household acoustic enjoyment. KEF and Lotus have been working closely together to maximise the sound experience as well as to continuously create value and open new markets for both brands.



KEF LS60 Wireless Lotus Edition

**Grace Lo, Deputy Managing Director of Gold Peak and President of KEF Audio Group**, said, “We are delighted that the long-term partnership between KEF and Lotus has fostered cross-sector cooperation, which signifies a testament to KEF’s great R&D capabilities in audio technology. Based on our profound partnership and shared mission to deliver the best user experience, we look forward to continuing to explore cooperation opportunities and synergies with Lotus, extending to different settings and integrating into various living spaces. Meanwhile, the close cooperation with Lotus will further enhance our brand image and competitiveness, thereby driving product sales, and giving momentum for the high-quality development of KEF and Gold Peak as a whole.”

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