

CONSUMER ELECTRONICS

Bang & Olufsen signs motorsports star Charles Leclerc

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Known for his talents on the racetrack, the 26-year-old pianist and composer is also passionate about recording music. Image credit: Bang & Olufsen

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

Danish electronics and audio company Bang & Olufsen is partnering with a famous race car driver.

The sound experts have announced that Monacan Formula One driver Charles Leclerc is stepping into the role of global brand ambassador. The 26-year-old will serve as the face of collaborative events, creative campaigns and other sonic launches from Bang & Olufsen.

"We are delighted to welcome Charles to the brand," said Kristian Ter, CEO of **Bang & Olufsen**, in a statement.

"We share the same appreciation for performance and craftsmanship and have a shared passion for music experiences that gets us closer to the artists we love," Mr. Ter said. "We can't think of a better partner to help us evolve and create a community around beautiful sound."

Racing ahead

Known for both his success as a Scuderia competitor for Italian automaker Ferrari, Mr. Leclerc is also a musician.

According to the brand, as part of the global brand ambassador agreement, the motorsports star will draw attention to the ways that sound influences various aspects of his life. Mr. Leclerc has worked with Bang & Olufsen in the past.

One such venture involved a video interview series titled "Beyond The Race." Released last fall, it detailed how music keeps the celebrity grounded.

"My professional life is all about precision and performance, and sound plays an important part in that," said Mr. Leclerc, in a statement.

Bang & Olufsen interviews Mr. Leclerc for "Beyond The Race"

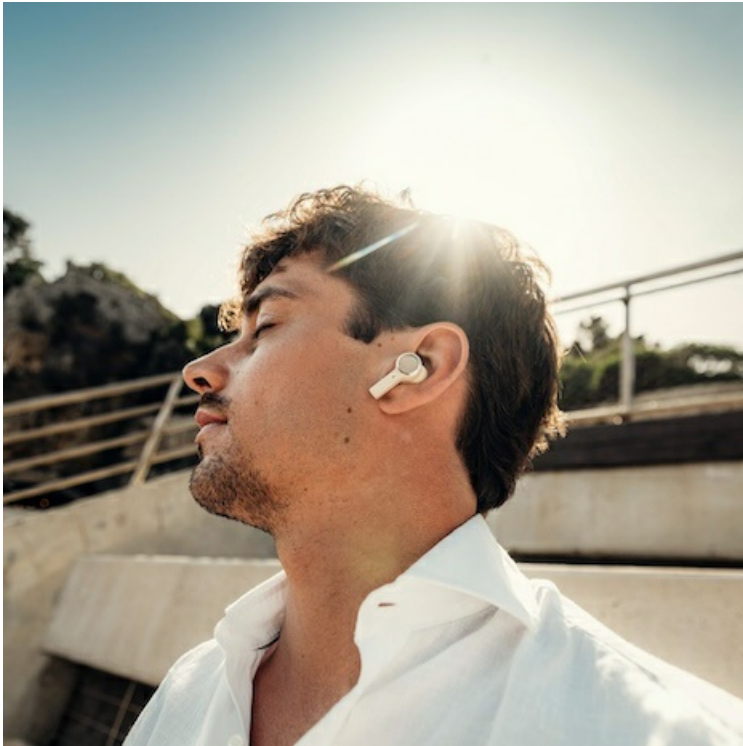
"The cars I am driving are engineering marvels and the sounds they produce inform me of the split-second decisions I need to take," he said. "This close attention to sound has trained my ear to listen differently, so the quality of sound plays a vital role in my life.

"When I listen to music, I want a clarity in sound and a balance in tuning that reveals the music in new ways and brings me closer

to the artist.”

To date, Mr. Lelerc has garnered much acclaim as an F1 talent. Having recently invested in secondhand luxury watch retailer Chrono24 last month ([see story](#)), the Bang & Olufsen representative’s interest in luxury is now heightening.

The pianist and composer, who often records his own music, offers the brand a level of versatility that marketers frequently seek for similar partnerships, an attribute that extends to the social media space.



With this appointment, Mr. Lelerc is sharing with audiences the ways that sound contributes to his life. Image credit: Bang & Olufsen

Mr. Lelerc’s Instagram following exceeds 16 million. Bang & Olufsen maintains an audience of 603,000 on the same platform.

“I have been a fan of Bang & Olufsen for many years, and I use their products every day,” said Mr. Lelerc, in a statement.

“The brand has a clarity and warmth in their sound that helps me disconnect from the racing world and brings me to a place where I feel connected to the artist,” he said. “That is why the partnership is such a natural fit.”