



Driven by Sound: Sennheiser Elevates Immersive Audio in the New CUPRA Raval

Sennheiser's Precision Audio Engineering Delivers Pure Emotion for CUPRA Raval Drivers

WEDEMARK, Germany – 9 April 2026 – Sennheiser a global leader in audio innovation, today announced a new milestone in automotive sound with the debut of its immersive audio system developed exclusively for the all-new CUPRA Raval. Designed for drivers who push boundaries, the partnership brings premium, high-fidelity sound traditionally reserved for high-end vehicle segments into CUPRA's bold new urban electric car.

The CUPRA Raval redefines what an urban EV can be, blending dynamic performance with a deeply personal, sensory-rich interior. At the heart of this experience is the optional Sennheiser immersive 12-speaker sound system with AMBEO technology, custom-developed and finely tuned to the unique interior architecture of the Raval.

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The system pairs immersive audio with CUPRA's ambient lighting and interior projections to create a unified, enveloping environment—transforming every drive into an expressive, tactile, and authentic moment.



The immersive 12-speaker Sennheiser Sound System places passengers at the center of the music.

In addition to Sennheiser's Concerto algorithm for an immersive music experience, the system also features Sennheiser Contrabass, an advanced bass enhancement algorithm for rich, detailed, and emotionally engaging low-end performance. The Raval features a powerful 475W amplifier and a meticulously engineered 12-speaker layout to complement its immersive Sennheiser sound system, including:

- 3-way speakers in the front doors (woofer, midrange, tweeter)
- 2-way speakers in the rear doors (woofer, tweeter)
- Center speaker
- Dedicated subwoofer

To enhance personalization, the system offers multiple layers of acoustic control:

- 4 Immersion Levels (0–3): Choose from zero, low, medium, and high immersion levels depending on your personal preference.



- 3 Sound Focus Modes: Front focuses the sound experiences on the driver and front passenger | Driver focuses the sound experience on the driver | All maintains a balanced sound experience for all passengers
- 3 Sound Characters: Music optimizes the system settings for music playback | Speech optimizes the system settings for podcast or audiobook playback | Club optimizes the system settings for music with deep bass and sparkling beats

“When you sit in your CUPRA, we want you to feel like you are in your favorite listening environment,” said Dr. Veronique Larcher, Managing Director of Sennheiser Mobility. “The all-new Raval takes this to the next level for the urban car category. In a Raval, you hear music the way it was meant to be heard—precise, powerful, and full of character.”

The CUPRA Raval and its Sennheiser immersive sound experience represent a shared commitment to innovation, emotional performance, and unconventional design.

Together, Sennheiser and CUPRA deliver a groundbreaking audio journey crafted for drivers who demand more—from their sound, from their car, and from every moment spent behind the wheel.

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Information regarding Sennheiser Mobility is available at

<https://www.sennheiser.com/en-us/mobility>

About the Sennheiser Brand – Over 80 Years of Building the Future of Audio

We live and breathe audio. We are driven by the passion to create audio solutions that make a difference. This passion has taken us from the world's greatest stages to the quietest listening rooms – and made Sennheiser the name behind audio that doesn't just sound good: It feels true. Since 1945, we stand for building the future of audio and bringing remarkable sound experiences to our customers.

While professional audio solutions such as microphones, meeting solutions, streaming technologies and monitoring systems are part of the business of Sennheiser electronic SE &



Co. KG, the business with consumer devices such as headphones, soundbars and speech-enhanced hearables is operated by Sonova Holding AG under the license of Sennheiser.

www.sennheiser.com

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