



## **Automobili Lamborghini partners with Master & Dynamic on new headphones and earphones collection**

*New York- NY/Sant'Agata Bolognese, November 20, 2020-* Automobili Lamborghini partners with Master & Dynamic, the New York-based premium audio brand, to create a co-branded range of headphones and earphones. The new collection presents MW65 Active Noise-Cancelling Wireless Headphones and MW07 PLUS True Wireless Earphones, incorporating design elements inspired by the iconic Italian super sports cars.

The Lamborghini distinctive design, the inimitable sound of its naturally aspirated engines and the visionary approach to aesthetics and performance aligns with Master & Dynamic's philosophy.

"Sound resonates with Lamborghini: the peerless music of a Lamborghini aspirated engine has a highly sensory and emotive appeal," says Katia Bassi, Chief Marketing & Communication Officer of Automobili Lamborghini. "The combination of design sophistication and technology in delivering a purity of sound is a talent shared by Lamborghini and Master & Dynamic."

Jonathan Levine, Founder and CEO of Master & Dynamic offers, "As a young boy obsessed with cars, I remember being mesmerized the first time I saw a Miura. That feeling and excitement is still with me today whenever I see a Lamborghini. To create something that initiates such a visceral response has always been my intention at Master & Dynamic."

The inaugural collection is available in three distinct and eye-catching colorways. The headphones are available in silver metal/light grey/yellow Alcantara®; black metal black/yellow Alcantara; and black metal/black/grey Alcantara. Alcantara, an Italian luxury material, is widely used in Lamborghini interiors. The MW07 PLUS acetate earphones draw from the cars' striking finishes while the charging cases celebrate Lamborghini's use of matt paint. The earphones are available in three colors: polished white/matt silver case; polished black/matt black case; matt black/matt black case. With every detail considered in the collection's creation, the characteristic Lamborghini "Y" motif appears elegantly on all models.

The collection features two of Master & Dynamic's most technically sophisticated sound tools. MW65 Active Noise-Cancelling Wireless Over-Ear Headphones offer two modes of ANC so users can tailor their sound to their environment, and feature up to 24 hours of battery life and Bluetooth 5.0 with a 30m/100ft connection. The MW07 PLUS True Wireless Earphone boasts 10mm Beryllium drivers for brilliant sound, and a stainless steel charging case providing 40 hours total battery life.

The Master & Dynamic for Automobili Lamborghini collection is available at [lamborghini.com](https://lamborghini.com), [MasterDynamic.com](https://MasterDynamic.com), [MasterDynamic.co.uk](https://MasterDynamic.co.uk), and [MasterDynamic.eu](https://MasterDynamic.eu) from 20 November.



## Media Information

### Master & Dynamic

With an unrelenting attention to design and detail, Master & Dynamic has a deep passion for building beautifully crafted and technically sophisticated sound tools to help focus, inspire and transport your mind. Since its launch in 2014, New York City-based premium audio brand Master & Dynamic has released a variety of award-winning audio products ranging from wired and wireless headphones to a wireless speaker. Its first true wireless earphones, the MW07, were recognized for world class design as the winner of The Red Dot Award: Product Design 2019.

Designed to be modern yet timeless, Master & Dynamic products utilize only the finest materials and are engineered to last, creating the perfect balance of aesthetics, strength, comfort and exceptional sound. Master & Dynamic believes mastery is a never-ending exploration requiring a dynamic approach and has collaborated with leading luxury brands such as Louis Vuitton as well as world-renowned architect Sir David Adjaye. Our sound tools can be found in over 500 partner stores around the world. View the entire collection at [www.masterdynamic.com](http://www.masterdynamic.com) and join the conversation at @masterdynamic.

Photos and videos: [media.lamborghini.com](http://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](http://www.lamborghini.com)



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