

## French audio leader Focal presents dedicated Mercedes-Benz products for the first time

Alongside the premium hi-fi systems it develops for production vehicles, France's world-renowned audio brand is extending its Focal Inside range to Mercedes-Benz. Focal is taking its Focal Inside offer to the next level with the introduction of four premium kits manufactured in its Saint-Etienne workshops and equipped with the Flax cone. In addition, the brand presents a new pair of subwoofers. Focal Inside is a range of Plug & Play kits aimed at all drivers who wish to replace their original audio system with a quality hi-fi and easy to install solution. The range covers 38 car manufacturers (BMW, Ford, Toyota, etc.) and is now compatible with 600 vehicles.

### FOUR EXCLUSIVE KITS MADE IN FRANCE

This Mercedes-Benz offer consists of a component kit, a coaxial kit, a central speaker and a surround kit for satellite locations in the most sophisticated installations. For a complete experience that offers deep bass with impact, Focal also introduces a pair of high-performance subwoofers that remain faithful to the Focal Inside concept: 100% Plug & Play.

### A FLAX TECHNOLOGY, AN ULTRA-REAL LISTENING EXPERIENCE

Focal made performance a central issue in its mission to deliver quality sound and satisfy installers and users. The subwoofer incorporates Focal's Polyglass cone, while the kits' speaker drivers benefit from Flax technology: a linen cone manufactured in Focal workshop with French linen. This cone has been regularly hailed for its highly natural sound reproduction. This is the first time that Flax technology has featured in the Focal Inside offer. This is complemented by the component kit's aluminium inverted dome tweeter, delivering precise treble. All of

these kits come complete with the accessories needed for their installation, ensuring simple and easy fitting.

### THE FOCAL INSIDE CONCEPT

Focal Inside brings together all the in-car Plug and Play product lines. Focal has developed kits and showcases them on the [focal-inside.com](http://focal-inside.com) website, so that each driver can hand-pick the audio system that perfectly suits their vehicle and meets their exact requirements. In addition, tutorial videos are available online in order to guide the client in his installation. The range is designed to be installed quickly, without making any modifications to the interior. Different configurations are available, according to the vehicle make and model, and each kit is complete, meaning that it comes with all the mounting accessories necessary for installation. For ultimate performance, Focal also presents amplifiers.



**Availability:** February 2021

ICC MBZ 100  
Central speaker



IC MBZ 100  
2-way coaxial kit



ICR MBZ 100  
Surround 2-way  
coaxial kit



IS MBZ 100  
2-way component kit



ISUB MBZ 2  
Subwoofer



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