

PRESS RELEASE

QUAD

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Above: Quad L Classic 25L & 23L

NEW QUADS LOOK LIKE INSTANT CLASSICS

Two towering new floorstanders, the 23L and 25L, add to Quad's L Classic speaker range

Cambridgeshire, England -- Quad is delighted to announce the launch of the 23L Classic and 25L Classic, the latest additions to the company's L Classic loudspeaker series.

The 23L and 25L floorstanders build on the critical and commercial successes of the original award-winning Quad 'L' range, bringing not only Quad's revered sonic signature, but also delivering sumptuous build quality and continually satisfying looks – and all at hugely competitive prices.

Faithfully continuing the philosophy of Quad's founder Peter Walker, the two new models aim to produce “the

closest approach to the original sound". To help achieve this tonal honesty the two models use Quad's innovative down-firing auxiliary bass radiator (ABR) technology. This approach provides extended and virtually uncoloured low bass response, without the turbulence inherent of typical bass reflex designs – or the low sensitivity and narrow dynamic range often found in sealed-box designs.

The 23L is a 3-way design, measuring up just below the one-meter mark and housing the Classic L range's sweet sounding 25mm fabric dome tweeter. A 125mm woven Kevlar cone handles midrange duties and an identically sized driver looks after mid/bass operations. The 25L range-topper uses the same pleasing tweeter, but incorporates a brace of 125mm drivers to deliver midrange, as well as an extremely talented pair of 165mm bass drivers to deliver muscular, far-reaching lower frequencies.

As with the entire L Classic range, the cabinet construction techniques used in the 23L and 25L are key to the class-leading levels of performance delivered. Two different wood materials are used for the carcass of the cabinets, reducing the audibility of resonance and making the cabinet more opaque to sound. Quad laminates together high density chipboard and fibreboard in a structure that breaks up the resonant modes into multiple mini-modal frequency bands that lack the strong sonic signature experienced by more coherent panels such as MDF. The end result is that listener hears the drive units as they should be heard – unblemished by the cabinets in which they are mounted.

Quad may go to great lengths to ensure the L Classic cabinets do not have a negative impact on listening ears, however it also makes great efforts to ensure the 23L and 25L models make a positive impression on watchful eyes. The maker finishes the speakers to 'furniture grade' levels – wood veneers are carefully selected for their grain structure, and then laid, and hand polished. Available in four finishes overall – non-lacquered cherry or piano black provide the price entry point for both models, while the stunning lacquered versions come in cherry or piano black – the 23L and 25L floorstanders never forget about the sound, yet also skilfully manage to deliver equally impressive visuals.

The Quad 23L and 25L are available now. Prices start at £1299.95 (SRP) for the 23L and £1749.95 (SRP) for the 25L.

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Specifications	Quad 23L Classic	Quad 25L Classic
Type	3-way floorstanding speaker	3-way floorstanding speaker
Enclouser type	Reflex box with 165mm auxiliary bass radiator	Reflex box with 200mm auxiliary bass radiator
Treble driver	25mm fabric dome	25mm fabric dome
Midrange driver	125mm woven Kevlar cone	2 x 125mm woven Kevlar cone
Mid/bass driver	125mm woven Kevlar cone	N/A
Bass driver	N/A	2 x 165m woven Kevlar cone
Frequency response (+/-3dB)	40Hz-23kHz	35kHz-23kHz
Crossover frequency	450Hz, 2.2kHz	430Hz, 2.6kHz
Nominal / minimal impedance	8 Ohms / 4 Ohms	6 Ohms / 3.5 Ohms
Sensitivity	88dB	91dB
Dimensions (HWD)	925 x 225 x 316mm	1125 x 269 x 348mm
Net weight	17.2kg each	25kg each
Finish options	Cherry or Rosewood classic veneer Cherry or piano black lacquered veneer	Cherry or Rosewood classic veneer Cherry or piano black lacquered veneer
Price (classic veneer)	£1299.95 per pair	£1749.95 per pair
Price (lacquered veneer)	£1599.95 per pair	£2199.95 per pair

QUAD

Of all the British high-end hi-fi brands, Quad boasts the longest and most distinguished history. The company has been at the cutting edge of audio since 1936, continually pushing back the boundaries of performance with technologies both new and established. In 1953, the Quad II valve amplifier was launched, setting new standards for audio amplification, and three years later Quad invented the first full-range electrostatic speaker – later known as the legendary ESL 57.

Throughout the ensuing years, Quad products have continued to win worldwide acclaim, building a reputation for excellence that bears comparison with the most distinguished brands in any field. Quad has been part of the International Audio Group (IAG) since 1998, following its acquisition from the Verity Group (alongside Wharfedale). The company's design and technical support teams and much-admired servicing department continue to be based in Cambridgeshire, England, supported by key personnel who have worked with Quad for decades.

IAG's funding ensures that Quad's current range boasts many award-winning audio components, including the latest generation of ESL electrostatic speakers, class-leading valve amplifiers, dynamic 'box' speakers and the new Elite Series – a range of solid-state audio electronics that fuses high-end performance with innovative connectivity. With more exciting launches planned for 2010/2011, Quad continues to be driven by the philosophy of its founder, Peter Walker, to produce "the closest approach to the original sound".

www.quad-hifi.co.uk

IAG

IAG (International Audio Group) is a manufacturer of audio equipment for domestic and professional use, plus professional lighting systems and luxury yachts. With its headquarters and manufacturing facilities in Asia and offices (including R&D) in the UK and North America, IAG is a manufacturer with a truly global reach.

IAG's audio business employs more than 2,000 people worldwide. Its factory complex in Shenzhen, China, is one of the largest custom-designed consumer electronics manufacturing facilities in the world and benefits from an exceptional level of vertical integration, with all component parts – even the tooling – made in-house. The Group's domestic audio brands – Audiolab, Castle Acoustics, Luxman, Mission, Quad and Wharfedale – all enjoy a worldwide reputation for excellence, with illustrious histories that stretch back decades. Top-class British audio engineering remains critical to these brands, with world-renowned designer Peter Comeau leading an acoustic design team brimming with international talent.

www.iaguk.com



For more information, product samples and high-resolution images, please contact Tim Bown or Murdo Mathewson

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