beyerdynamic & iFLYTEK Partnership



beyerdynamic enters the world of automotive audio: The German audio specialist is forming a strategic partnership with Chinese information technology company iFLYTEK to advance the development of the integrated “AI Automotive + Consumer Electronics” application for the global automotive industry. A jointly designed audio demo car is set to be unveiled at next year's Beijing International Automotive Exhibition.

For more than 100 years, beyerdynamic has stood for high-quality audio solutions ranging from headphones and gaming headsets to advanced microphone systems. Given the company's philosophy, it is only logical that the audio manufacturer is now bringing its expertise to the vehicle interior. Throughout its history, beyerdynamic has repeatedly tapped into new target groups to provide them with tailor-made audio solutions. This goal is now set to be achieved with the first in-car audio solution, which will bring the beyerdynamic sound signature to life on four wheels.

iFLYTEK unveiled the prototype of this solution for the first time at the 8th World Voice Expo & iFLYTEK 1024 Global Developer Festival 2025 Launch Conference iFLYSOUND. The aim is to redefine the sound experience for cars through the perfect integration of artificial intelligence and high-quality beyerdynamic sound. Liu Junfeng, Vice President of iFLYTEK and General Manager of the Intelligent Automotive Division Unit, explained that the collaboration with beyerdynamic will accelerate the mass production of AI-based audio technology, enabling more car owners worldwide to enjoy a corresponding sound experience.

Andreas Rapp, global CEO of beyerdynamic, has high expectations for the collaboration: “Over the past century, beyerdynamic has developed countless audio solutions for professional use that have strong ties to iFLYTEK’s intelligent automotive division,” says Rapp. “We will advance the strategic collaboration

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through joint efforts in research and development, product design, and targeted marketing initiatives. In this way, we hope to initiate a new wave of transformation in the intelligent automotive audio industry.”

On October 16, Andreas Rapp, together with Li Xiang, General Manager of beyerdynamic for Greater China, and Borja Tena, Global Product & Design Director at beyerdynamic, visited the headquarters of iFLYTEK. Among other things, talks were held on site with iFLYTEK Vice President Liu Junfeng. Both parties will pool their technological expertise to jointly advance product development in the field of automotive intelligence and create audio solutions that set new standards.

According to the strategic agreement, beyerdynamic and iFLYTEK will use their resources to collaborate across various business areas. This includes the development of platform-based product solutions, benchmark car models, co-branded hardware, intelligent cockpit products, and acoustic solutions. Regarding innovative application scenarios in vehicles, the two parties will jointly advance the planning and development of intelligent sound field products. The collaboration aims to combine beyerdynamic's state-of-the-art audio technology with iLFYTEK's core competencies. These range from audio algorithms for automobiles and acoustic design to the research and development of corresponding software and hardware solutions. The result should be the first collaborative audio solution for the automotive sector aimed at the mass market.

beyerdynamic and iFLYTEK also plan to deepen their cooperation in the areas of smart cockpits, in-vehicle entertainment systems, and AI + consumer industry. The goal is a long-term, mutually beneficial partnership that will benefit customers worldwide and can be expanded to international markets.

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