

# Perfect Harmony: How Toyota's Collaboration With JBL Creates an Unforgettable Sonic Experience

November 28, 2022

Image not found or type unknown



Driving is an experience that encompasses all the senses. From a firm grip on the steering wheel to that new-car smell, a driver's senses are awakened when they get behind the wheel of a Toyota vehicle.

And thanks to the company's ongoing collaboration with JBL® — a leader in the audio technology space — it's the powerful sense of sound that stands out in a Toyota. The available JBL premium sound system amplifies music, creating an immersive experience that drivers, passengers and audiophiles alike can appreciate.

“When you have a really great audio system, you're able to sort of forget your daily stresses, tune out the different commotion going on and just experience this sanctuary-like space inside the vehicle,” says Rishi Daftuar, global acoustics lead at Harman International.

In fact, Toyota guests have enjoyed hearing their favorite tunes and playlists with this system since when it first became available on Toyota vehicles. Now with technological advances at play, the sound is bolder, crisper and more vibrant than ever.

“In 1998, we launched on the Camry in the U.S. market,” says Kyle Roche, senior global marketing manager at Harman International. “And since then, we've just been growing our relationship, both here and globally, to today where we're available on almost every Toyota vehicle.”



### **Beat of Its Own Drum**

Fine-tuned to complement Toyota vehicles, the available JBL<sup>®</sup> system meticulously blends sounds together to create a tailored experience.

“So, what we’re always trying to do is take the core pillars of the JBL<sup>®</sup> sound and bring it to the consumers inside the car cabin experience,” says Daftkuar.

Daftkuar adds, “In order to determine what is the appropriate sound system for a Toyota vehicle, we first start with the first principles and understanding with the target for the vehicle. If it’s a smaller vehicle, of course, we can use a lower number of speakers. If it’s a larger vehicle, we certainly need a larger number of speakers. On top of that though, it’s important to also understand what type of features and sonic experience is desired for this specific vehicle.”

Hundreds of hours are spent developing and precisely fine-tuning the speakers to achieve the ultimate sound for drivers as they move around. The result is a dynamic, stimulating sonic experience that fills the cabin and enhances the journey.

For instance, the 2023 Toyota Crown offers the Toyota JBL system’s 800 watts, 11 speakers, 8-channel DSP amplifier and Clari-Fi® music restoration technology. Together, those robust audio components can transform the interior into a driver’s personal concert hall that rivals a booming music venue.

JBL® focuses on four sound quality attributes:

- Spectral
- Spatial
- Dynamics
- Vehicle Integrity

“The four sound quality attributes we focus on in JBL® are spectral — which is the balance of the bass, the mid-range, and the treble,” says Jonathan Pierce, director of global experiential R&D at Harman International. “Spatial is a very unique one. I think [what] most people don’t think about is more where you see the instruments in your favorite music. Dynamics is something that’s very, very special for JBL® and it’s part of our heritage here. Dynamics refers to not only the ability for the system to play loud and clean, but also to reproduce the quietest sounds as well. And then Vehicle Integrity is something that we work with Toyota very closely on. This is the actual structural build of the car itself where the speakers are placed, how they are fastened into the vehicle, the grills that go on top of those speakers as well and of course the wiring harnesses around those speakers.”

## **Pump Up the Volume**

Innovation drives perfection. The JBL® Clari-Fi technology analyzes and restores digital audio files to high fidelity in real time, revealing the vivid vocals and musical instrumentation details that are often compromised with digitally compressed music. This new advancement allows drivers to listen to the lyrics of their beloved songs with more intensity and clarity.

No matter where they’re seated, every passenger can enjoy a unique sound experience.

Pierce adds, “The vehicle integrity is something that we work with Toyota very closely on. This is the actual structural build of the car itself, where the speakers are placed, how they are fastened into the vehicle, the grills that go on top of those speakers as well, and of course, the wiring harnesses around those speakers.”

## **Strike a Chord**

From the warmth and clarity of the midrange speakers to the powerful bass of the subwoofer, the JBL® system provides an incredible listening experience that complements the overall aesthetic and mission of Toyota.

Image not found or type unknown

