

ABBA-ADVERTISEMENT

When ABBA became successful they got a lot of offers to make advertisements. But ABBA decided not to this so often as they had simply no time for it. Nevertheless we found a paper-advertisement of BLAUPUNKT carradio's.

"We are critical considering music and that's why we have a Blaupunkt radio in our cars." These are ABBA's words.

Benny: "Sound is difficult to describe. There are some technical terms who should give you clearness. But how many people do understand these terms ?

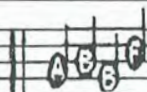
Björn: "Critical listening to music is something you have to learn. You have to practice by listening a lot. Because you often think "hej, that sounds great" when hearing it the first time. But when you listen to it on a Hifi or higher class you will notify how good music really can sound."

Benny: "That's the same with the sound of a carradio. Just compare a Blaupunkt carradio with others and you know the difference. It sounds suprime."

Agnetha: "I can't imagine myself driving for hours without listening to music. And of course you want to hear the music sound the same as at home. Of course I'm spoilt in the music studios because of my job. I know as no other how music can sound. So I like to listen to music which sounds good and I can enjoy in my free time too.

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Frida: "The good thing of a Blaupunkt carradio is that it sounds exactly as I want it to sound. Not only radio Sweden sounds clear but also the music cassetteplayer sounds perfect. So when the radio has no nice music I can change simply from the radio to the cassetteplayer."

Björn: "So you don't have a good radiosound only but also other music sounds good when you have to drive for a long time. Agnetha and I have a special tape for our daughter when we go away."

Benny: "Good sound is important as well as at home as on stage. When you have a record at home that has had his best days of high quality than it won't sound better with intensify. So it's important that when you are on stage you use proper material. You can buy that cheap on a fair but then the people won't come listening to you."

Björn: "Before you buy a carradio you should find out if the assurances and accesoires are okay. We can tell you that Blaupunkt can give you these extra's."

Benny: "No four of us is a technical expert but we can say that we are experts on listening to music. And we know that the swedes are that too and that's why we recommend this carradio."

Björn: "We are touring for several years now. First we stood alone on stage and now with the group. We still like listening to a carradio. We listened to a lot of carradios all kind of types and names which disappointed us. And that's why we are so glad that we now can tell you that Blaupunkt didn't disappoint us !!