

**Newly released factory-installed replacement premium speaker kits—the BE-FIT AM series has been expanded and enhanced.**

**Now includes fifteen speaker kits specifically for Mercedes-Benz vehicles, featuring further improved sound quality and installability, thanks to specially designed aluminum die-cast baffle boards, as well as five models for the BMW, and one for the MINI.**

BEWITH, Ltd. New Product Announcement January 7, 2020

Bewith, Ltd. (Headquarters: Tosu, Saga Prefecture; President: Toshiharu Nakashima) is proud to announce a new series of factory-installed replacement premium speaker kits, the BE-FIT AM series, introduced as part of our Reference AM luxury component car speakers. The series includes a total of 21 models, specifically fifteen for Mercedes-Benz vehicles, five for the BMW, and one for the MINI—all boasting improved sound quality and ease-of-installation, through a specially designed die-cast aluminum bracket—and will be released at BEWITH product dealers nationwide.



Factory-installed replacement premium speaker kits for Mercedes-Benz

**BE-FIT AM for Mercedes-Benz  
LFC-MB213a  
(2-way front and center set)**

\*The products shown are prototypes, and the appearance may differ slightly from the actual product.



Original factory-installed replacement premium speaker kit

**BE-FIT AM for BMW  
LFC-BMF30a  
(2-way front and center set)**

**BE-FIT AM for Mercedes-Benz (renewal model)**  
**Factory-installed replacement premium speaker kits for Mercedes-Benz**

**E-Class Sedan/Stationwagon (W213/S213) compatible model**

**LQTC-MB213a**

(2-way front / 2-way rear and center set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 4 each; 8.8cm midrange, 4 each; 8.8cm center speaker)

**LQC-MB213a**

(2-way front / rear and center set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 4 each; 8.8cm center speaker)

**LQT-MB213a**

(2-way rear set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 4 each; 8.8cm midrange, 4 each)

**LQ-MB213a**

(2-way front and rear set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 4 each)

**LFC-MB213a**

(2-way front and center set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 2 each; 8.8cm center speaker)

**LF-MB213a**

(2-way front set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 2 each)

**LRT-MB213a**

(2-way rear set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 2 each)

**LR-MB213a**

(Rear set; dedicated network, mounting parts included)  
(8.8cm midrange, 2 each)

**LC-MB213a**

(Center unit; mounting parts included)  
(8.8cm center speaker)

**C-Class Sedan/Stationwagon (W205/S205), GLC (X253), GLC coupe (C253) compatible models****LQC-MB205a**

(2-way front / rear and center set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 4 each; 8.8cm center speaker)

**LQ-MB205a**

(2-way front / rear set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 4 each)

**LFC-MB205a**

(2-way front and center set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 2 each; 8.8cm center speaker)

**LF-MB205a**

(2-way front set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 2 each; 8.8cm center speaker)

**LR-MB205a**

(Rear set; dedicated network, mounting parts included)  
(8.8cm midrange, 2 each)

**LC-MB205a**

(Center unit; mounting parts included)  
(8.8cm center speaker)

\*The BE-FIT AM series for Mercedes-Benz is compatible with conventional imported vehicles, as well as vehicles with factory-installed Burmester® surround sound systems. However, for 'Mercedes me connect' equipped vehicles, removal of the original center speaker would interfere with some of the vehicle telematics functions, so this cannot be replaced with our center speakers. Make sure to select a product that does not include a center speaker (products whose model numbers begin with something other than "LQTC," "LQC," "LFC" or "LC") and use it in combination with an original center speaker.



**BE-FIT AM for BMW (renewal model)  
Factory-installed replacement premium speaker kits for BMW**

**5 Series (F10/11), 4 Series (F32/33), 3 Series (F30/31), 2 Series Coupe (F22),  
2 Series Active Tourer (F45), 1 Series (F20), X3 (F25), X1 (F48) compatible models**

**LFCT-BMF30a**

(2-way front and 2-way center set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 3 each; 8.8cm midrange, 2 each; 8.8cm center speaker)

\* One is for the center.

**LFC-BMF30a**

(2-way front and center set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 2 each; 8.8cm center speaker)

**LF-BMF30a**

(2-way front set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 2 each)

\* This product is only for vehicles that are not equipped with an original factory center speaker.  
It cannot be used in conjunction with an original center speaker.

**LCT-BMF30a**

(2-way center set; dedicated network, mounting parts included)  
(2.5cm dome tweeter; 8.8cm midrange)

**LC-BMF30a**

(Center unit; dedicated network, mounting parts included)  
(8.8cm center speaker)

\*There is no rear speaker setting for the BE-FIT AM for BMW. This product was developed assuming that it would be used in combination with existing original rear speakers and subwoofers.

\*The BE-FIT AM for BMW is compatible with conventional imported vehicles, including those with original factory-installed sound systems.

\*Products containing center speakers (products whose model numbers begin with "LQTC," "LQC," "LFC" or "LC") cannot be installed on models that do not have an original center speaker grille (including a dummy grille). If an original center speaker is not equipped (dummy grille only) or an original center speaker is mounted on a full range (no tweeter) system, it may be necessary to add or install speaker wiring. In addition, when attaching products including front left and right tweeters to a vehicle without an original tweeter grille, a separate BMW-specific tweeter cover is required.

**BE-FIT AM for MINI (renewal model)  
Factory-installed replacement premium speaker kits for MINI**

**3-door (F56), 5-door (F55) Clubman (F54), Countryman (F60),  
Convertible (F57) compatible models**

**LF-MN56a**  
(2-way front set; dedicated network, mounting parts included)  
(2.5cm dome tweeter, 2 each; 8.8cm midrange, 2 each)

\*There is no rear speaker setting for the BE-FIT AM for MINI. This product was developed assuming that it would be used in combination with existing original rear speakers.

\*The BE-FIT AM for MINI cannot be installed to vehicles having original factory-installed sound systems.

\*The BE-FIT AM for MINI tweeter supports three types of mounting methods: 1) an inner mount which is attached to the original tweeter grille at the A pillar base, 2) an on-dash mount which is mounted to the top right and left ends of the dashboard with attached back case, and 3) a flush mount that is embedded by drilling a round hole at the base of the A-pillar. In order to perform the inner mount in a vehicle without a factory-installed tweeter grille, a MINI factory-installed tweeter cover (for the original Harman Kardon Hi-Fi loudspeaker system) is required separately.



Factory-installed replacement type  
premium speaker kit  
**BE-FIT AM for MINI**  
**LF-MN56a**  
(2-way front set)

### **BE-FIT AM (renewal model) New Product Overview**

The new BE-FIT AM is an enhanced product of the BE-FIT AM series, an original factory-finish replacement premium speaker kit that allows you to easily enjoy sound quality approaching high-end audio without compromising the value of your car. This product is designed specifically for vehicle types that have a set of necessary parts, such as baffle boards, networks, connection cables, and damping materials, and can generally be installed\* without any drilling or cutting of the vehicle. It offers an effective upgrade of the sound quality to the original audio system with simple mounting work.

In addition, while maintaining the price level of conventional products, this renewal series utilizes for all models\*\* a high-precision aluminum die-cast baffle board created by Bewith for its new PLUG&PLAY series, aiming to further improve sound quality and installability. As a result, in addition to delivering clear high sound quality with reduced unnecessary resonance compared to the wooden/resin baffle board of conventional products, the standard mounting time\*\*\* is reduced by from 22% to 38%, thanks to improvements in the accuracy and mounting method of the brackets—making the total price including labor costs more affordable than before.

\* Depending on the combination of model, grade and product, some custom installation work may be required.

\*\* For the BE-FIT AM for Mercedes-Benz only, baffle boards for center speakers of each model will be made of resin. We do not plan to sell the vehicle type baffle board adopted for this product alone.

\*\*\* This is the estimated standard installation time for each FOCAL PLUG&PLAY STORE. This time is calculated based on the labor, and may differ from the actual working time. Stores other than FOCAL PLUG&PLAY STORE may have different labor and standard mounting times. In addition, if other work, such as tweeter installation and wiring is required for other than the original position, labor costs will be added separately. For more information, please contact your dealer.

### **BE-FIT AM(renewal model) Key common features**

#### **1. Introducing a new generation of high-quality speaker units**

Since its launch, the Reference AM series—a new generation of component car speakers with AM (aluminum-magnesium) diaphragm, which has been highly evaluated by car audio enthusiasts in Japan and overseas. It introduces the L-88R 8.8cm midrange and the L-25R 2.5cm dome tweeter, and achieves an exceptionally clear and richly detailed sound. Simply adding these to standard audio equipment significantly improves the sound quality for vehicles having original factory-installed premium sound systems\*, and delivers a new sound for the vehicle.

\* MINI vehicles with original factory-installed premium sound systems are not supported.

#### **2. High-precision aluminum die-cast baffle board**

In this renewal series, all models adopt the high-precision aluminum die-cast baffle board of Bewith's new PLUG&PLAY series. The baffle board, beautifully painted with the PLUG&PLAY theme color of "Sabi-Rikyu," has a thin, highly rigid design that firmly absorbs the sound pressure of the speaker unit. In addition, the contact surface with the vehicle, a vibration damping insulator that protects the mounting surface while suppressing resonance, has been applied in advance. The BE-FIT AM for Mercedes-Benz door speaker baffle board also uses a brass Mercedes-Benz dedicated mounting pin that provides the same snap-on mounting as the original speaker, making for a more reliable installation.

\* The baffle board for the center speaker of each of the BE-FIT AM for Mercedes-Benz models is made of resin.

### **3. Easy and reliable installation without need for custom vehicle work**

Each product comes with a specially design baffle board that precisely fits the original speaker position of the corresponding model, a high-quality network/filter using an acoustic-specific condenser, wiring cables that conform to the factory-installed speaker connector, and vibration damping materials, etc., as required for installation. In general, drilling and wiring of the vehicle is not required\*, and it can be easily and reliably attached without compromising the value of the vehicle. This renewal also enables a shorter installation time, reducing the overall price, including labor costs.

\* Depending on the combination of model, grade and product, some custom installation work may be required.

### **4. Fully preserves the original look of the interior and does not decrease the value of your car**

Door speakers, center speakers and tweeters all fit inside the original speaker grille and do not require any processing, such as making holes in the interior. It preserves the original look of the interior, and maintains the value of your favorite car.

\* If you wish to use the BE-FIT AM for MINI for flush mount of the tweeter, custom work on the vehicle will be needed

### **About the BE-FIT brand (Reference)**

BE-FIT (short for Bewith Finer Installation Technology) is an original brand of car audio products designed specifically for certain vehicle types, that enable simple, precision-fit mounting to your car maintaining the original factory finish. Together with Bewith's unique high-quality technology and the custom installation know-how we have cultivated so far, we aim to deliver true high-end car audio to a greater number of people.

#### **For more information contact:**

BEWITH, Ltd.  
2249-4 Imaizumi-machi,  
Tosu-shi, Saga-ken, Japan 841-0047  
Tel: 0942-85-8000  
Fax: 0942-85-0868  
e-mail: [press@bewith.jp](mailto:press@bewith.jp)