MEET THE NEW ELATE CARBON NEO SERIES

WHAT CHANGED?

- New MT-550 tweeter for Elate Carbon Neo.
- Refined Alto tweeter for Neo Pro with ASW™ Anti-Standing Wave rear chamber.
- Refined motor and suspension structures for improved linearity and transient response.
- TLC carbon-fiber/Rohacell composite cones and Morel's large external voice-coil architecture across MW6, MW9 and the MM3 midrange.
- Re-engineered die-cast aluminum chassis and revised terminal design.
- New precision CNC-machined brushed-aluminum contours that turn the driver into a visible design element.
- 6½-inch and 9-inch, two-way and three-way system choices, with passive and active installation possibilities.



HOW TO POSITION IT

	ELATE CARBON NEO	ELATE CARBON NEO PRO
CUSTOMER	High-end listener seeking Elate musicality, power and installation flexibility.	Customer pursuing the highest level of Elate resolution, output and spatial performance.
HERO DIFFERENCE	New MT-550 Acuflex™ soft-dome tweeter.	Refined Alto + ASW™ rear chamber + higher tweeter power/sensitivity

30-SECOND DEALER STORY

"*Elate Carbon Neo is Morel's new-generation high-performance platform. It keeps the carbon-fiber/Rohacell cones and large voice-coil architecture Elate is known for, but adds refined motors, new tweeter technology and a much more premium visual design. Neo uses the new MT-550 tweeter; Neo Pro steps up to the Alto with Morel's ASW rear chamber. Both are designed for listeners who want high output without giving up natural, musical sound.*"

THE VISUAL SALES STORY

Do not hide the product in merchandising. The CNC-machined brushed-aluminum contours and exposed carbon-fiber textures should be photographed and displayed as premium design features. The launch should invite customers to look closely before they listen.

About Morel
For over five decades, Morel has been at the forefront of high-performance audio innovation, designing and manufacturing loudspeakers, drivers and audio systems that combine advanced engineering, handcrafted precision and a deep passion for music. From its beginnings in 1975 to today's automotive and home audio systems, Morel continues to push the boundaries of loudspeaker technology with one goal: bringing listeners closer to the emotion of the original performance.

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