EXPERT IMAGING AND SOUND ASSOCIATION
T/A EUROPEAN IMAGING AND SOUND ASSOCIATION

EISA AWARD CITATION

CONFIDENTIAL/EMBARGOED UNTIL AUGUST 24th, 2026

OFFICIAL EISA Award citation for:

EISA In-Car Speaker System 2026-2027
Ground Zero GZ Reference K-165/M-80/T-26

The GZ Reference range from Ground Zero draws on the finest loudspeaker engineering and audio tuning technologies to create a class-leading system designed for modern three-way setups, free of any passive crossover. At its heart is the Reference K-165 woofer, with its striking 6.5in drive unit backed by a substantial hybrid motor assembly featuring ferrite and neodymium magnets. The same materials and many of the technical solutions used in the bass driver are carried over into the 3.15in Reference M-80 midrange. The series' 'AllAxis' T-26 tweeter, meanwhile, is entirely new, and – in a first for the German brand – employs an inverted titanium dome tweeter for precise dispersion of high-frequency detail and accurate soundstage reconstruction within the cabin. Combined, Ground Zero's driver trio reaches a performance level that will satisfy even the most discerning audio enthusiast.