



PRESS RELEASE

Embargo until August 24, 2026.

Morel Ultimo Pro 104D Wins EISA Award for Best In-Car Subwoofer 2026–2027



August 2026 – Ness-Ziona, Israel. Morel, a globally recognized designer and manufacturer of handcrafted high-performance loudspeakers, is proud to announce that the new Ultimo Pro 104D has received the prestigious EISA Award for Best In-Car Subwoofer 2026–2027. The award marks an important milestone for the newest generation of Morel's flagship Ultimo platform and recognizes what the Ultimo Pro was engineered to achieve: exceptional power handling, extremely low distortion, and deep, accurate and musical bass.

The Ultimo Pro is much more than an evolution of its predecessor. It introduces a new engineering platform in which every major component has been developed to increase power capability and excursion while maintaining the control and accuracy that have defined the Ultimo family.

At its heart is Morel's massive 5.1-inch (130mm) Hexatech™ dual voice coil, engineered to withstand extraordinary thermal loads. The oversized coil provides tremendous power handling while maintaining precise control even under extreme operating conditions. The voice coil is paired with an entirely new motor system, engineered to deliver the magnetic force, control and linearity required to drive the Ultimo Pro through its extended excursion with exceptionally low distortion.

A newly developed PFS suspension system further improves linearity and mechanical control, allowing the cone to remain stable and precisely controlled throughout its movement.

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The result is bass that can be remarkably powerful when called upon, yet fast, articulate and accurate when reproducing the subtle details of music.

The Ultimo Pro also incorporates Morel's iconic Uniflow™ die-cast aluminum chassis. Its highly open architecture combines exceptional structural rigidity with acoustically transparent airflow, minimizing restriction around the motor and suspension while providing an extremely stable foundation for the driver.

Completing the system is a one-piece hybrid carbon-fiber/paper cone, combining the rigidity and strength of carbon fiber with the natural damping characteristics of paper. The result is a cone capable of moving tremendous amounts of air while remaining controlled, responsive and remarkably free of unwanted coloration.

Together, these technologies allow the Ultimo Pro to deliver the seemingly contradictory qualities that define a truly exceptional subwoofer: extreme power with finesse, deep extension with speed, and tremendous output with very low distortion.

Most importantly, the Ultimo Pro was engineered not simply to produce more bass, but to reproduce music.

"Ultimo has always represented our belief that a subwoofer should be judged by much more than how loud or how low it can play. With Ultimo Pro, we pushed every part of the design further — power handling, thermal capability, linearity and control — while protecting what matters most to us: the ability to reproduce music accurately and emotionally."

Receiving the EISA Award for this new generation is an important recognition of that philosophy and of the engineering work behind Ultimo Pro."

— Nir Paz, VP of Sales and Business Development, Morel



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EISA's Citation

"The Ultimo Pro is the latest evolution of Morel's subwoofer lineup and the 10in 104D version strikes a brilliant balance between an ability to reproduce earth-shaking low frequencies and the flexibility to work within compact enclosures, whether sealed or ported. Boasting a muscular, purposeful look – accentuated by the lightweight basket framing its motor assembly – the 104D draws on exclusive Morel technology, starting with the 5.1in Hexatech voice coil with dual 4 ohm windings that's externally mounted to the magnet. This design dissipates heat and maximises linear excursion to the subwoofer's rigid, damped carbon fibre/paper cone drive unit, all in the service of low distortion and thrilling dynamics. The Ultimo Pro 104D again proves Morel's mastery in using engineering skill to bring music to life – built here on low frequencies that are deep, powerful and detailed."

The Ultimo Pro continues Morel's long tradition of approaching low-frequency reproduction with the same attention to detail normally associated with the finest high-end loudspeakers.

For the listener, that engineering translates into something much simpler: bass with extraordinary authority, accuracy and control that never loses its connection to the music.

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 with a deep passion for music. Morel continues to push the boundaries of loudspeaker technology with one goal — bringing listeners closer to the emotion of the original performance.

For more information, visit www.morelhifi.com

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