

Product Announcement

Piega Premium 801

A new reference model for the Premium Series

Didcot, Oxfordshire – 26th November 2025

With the launch of the Premium Gen2 speaker models in early 2025, the design team at Piega introduced the world to a more refined, elegant and technically improved version of their longstanding product series. The Swiss speaker specialists released the Premium 301 Gen2 and Premium 701 Gen2 to high public and critical acclaim thanks to their stylish aesthetic and captivating sound. Today, the range is set to expand with the introduction of an entirely new flagship model.



In the **Premium 801** floorstanding loudspeakers, Piega combines the strengths of two audiophile worlds for the first time: the fine, low-distortion resolution of a magnetostatic ribbon, and the increased efficiency and dynamics of a precisely tuned horn attachment. The result is a high-frequency system that sets new standards in the Premium series, both in terms of music and technology, closing the gap to the superior Coax series of loudspeakers like never before.

Key features of Premium 801 speakers include:

- ✓ **NEW** ribbon horn design, borne out of intensive research and development.
- ✓ **NEW** midrange / low-end woofer assembly, unique to the Premium 801 in the Premium series.
- ✓ Sleek, elegant product design, suited to any listening environment.
- ✓ Improved base stand for optimised stability and sound quality.
- ✓ Made with pride in Switzerland.

Premium 801: £9,200.00 (Silver) / £9,700.00 (Black / White) (SRP)

Piega Premium Gen2 speakers are available in the UK now.

Premium 801 models begin shipping in December 2025.

Piega Premium 801 in detail

The Premium 801 unite Swiss precision engineering with an innovative design concept that marries the irrepressible sound of good ribbon tweeter designs with the efficiency of a horn-loaded driver.

Beauty and substance in design

The Premium 801 is built on the highly rigid extruded aluminium profile of the superior Coax 611 loudspeaker. The cabinet is shaped under more than 5,000 tons of pressure – a process that is almost unique in loudspeaker manufacturing. It results in an exceptionally stiff, resonance-free enclosure with a sleek, elegant silhouette.

Inside, longitudinal bracing, a damping layer and a newly developed wooden reinforcement matrix create an ideal acoustic environment. The midrange driver operates in its own sealed chamber, while four woofers in a bass reflex system deliver powerful dynamics.



New high-frequency technology

At the heart of the Premium 801 lies the newly developed SSD (Super Symmetric Drive) RM 01-24 ribbon tweeter, first introduced in the Premium 301 and 701 Gen2 models. With a moving mass of just 0.03 grams, the ribbon achieves extremely fast transient response and outstanding detail resolution. For the first time in the Premium Series, the ribbon is then mated to a specially engineered horn, resulting in nearly double the efficiency, a lower crossover frequency of around 2.7 kHz, and extended presence in the acoustic output.

“Optimised dispersion, the lower crossover frequency and the recessed position of the SSD tweeter create an exceptionally coherent transition to the midrange – resulting in a particularly seamless and natural soundstage.”

- Roger Kessler, Head of Development at PIEGA.

Powerful sound

The midrange driver is taken from the Premium Series but refined with a newly tuned crossover. It uses FSD (Full Symmetric Drive) technology, where the voice coil sits perfectly symmetrically in the magnetic field, ensuring linear motion and a natural, relaxed reproduction.

The low frequencies are handled by four FSD-based drivers that deliver high power handling, authoritative bass control and approximately 6.5 dB higher maximum SPL compared to the Premium 701 Gen2.



Precision and dynamics, with a touch of horn magic

The Premium 801 blends maximum resolution with dynamic authority and a remarkably spacious soundstage. Thanks to the low mass of the SSD ribbon, the high frequencies respond with exceptional speed, while the horn ensures smooth, consistent horizontal dispersion.

Together, the SSD tweeter, sealed FSD midrange and four powerful woofers create a sound that comes astonishingly close to a live concert – precise, natural and strikingly clear at both low volumes and high levels.

In addition, the Premium 801 achieves a degree of precision and neutrality typically associated with studio monitors, yet with the musicality and natural warmth cherished by audiophiles. The result is a listening experience that remains both analytically clean and emotionally captivating.

Technical Information

Premium 801

Design:	3-Way Floorstander
Ideal Amplifier Output:	50 – 250W
Sensitivity:	90dB
Impedance:	4Ω
Frequency Range (± 2dB):	32 – 50,000 Hz
Drivers:	4 x 140mm FSD-Woofers 1 x 140mm FSD-M Woofer 1 x RM 01-24 Tweeter
Connections:	Piega Multi Connectors II
Dimensions (W x H x D):	1160 x 210 x 310mm Ø 350mm base stand
Weight:	39.6kg
Available Finishes:	Silver Anodised Sandblasted Aluminium Black Anodised Sandblasted Aluminium White Lacquer Aluminium



Notes for Editors

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About Piega

Two unique characters with a shared passion for hi-fi founded the Piega loudspeaker workshop over 35 years ago in a garage. Kurt Scheuch focused on pioneering loudspeakers with an unsurpassed sound quality. Leo Greiner on the other hand was famous for his exceptionally attractive designs. A perfect team for long-term success.

Today, Piega SA produce a wide range of globally recognised and critically praised products from their headquarters on the edge of Lake Zurich.



About Henley Audio

Henley Audio has been importing and distributing industry-leading hi-fi equipment to the UK and Ireland since 1997. With a passion for great sound and a firm focus on brand integrity, we work to deliver excellence in both product and service.

Formed as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. (trading as Henley Audio) operates in-house sales, marketing, service, support, and warehouse teams to offer the full turn-key solution for suppliers. The brands we represent are not only highly regarded in their own right, but they also share a symbiotic relationship with other brands in our portfolio.

For more information, visit www.henleyaudio.co.uk

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