

## PRESS RELEASE

### **CES 2010 “Best of Innovation Awards”: the winner is the in-dash computer developed by Ford and Magneti Marelli for pickup trucks**

*The “Ford Work Solutions®” in-dash computer, which allows office tasks to be carried out onboard commercial vehicles and light pickup trucks, was awarded in the “In-vehicle accessories” category.*

*In the U.S. the device also received the “Truck of Texas - Outstanding Feature Award”*

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**November 27<sup>th</sup> 2009.** The "Best of Innovations 2010 Design and Engineering Awards", the prestigious technological innovation awards in the consumer electronics sector, to be presented in January during the International CES (Consumer Electronic Show) in Las Vegas - one of the largest consumer electronics tradeshows in the world - have been officially announced.

The telematic device developed by Magneti Marelli for Ford Motor Company's "Ford Work Solutions®" platform was recognised with the award in the "in-vehicle accessories" category. The solution is aimed at Ford commercial vehicles and light pickup trucks on the North American market (Ford F-Series pick-up trucks, E-Series vans and Transit Connect), and allows small business owners and different types of professionals to use broadband connectivity, computer technology and services in order to work aboard the vehicle.

The CES Best of Innovation Awards are assigned to the best consumer electronics products in terms of innovative content, across 36 categories, by a panel of independent industrial designers, engineers and media.

The awards will be presented in Las Vegas on January 5<sup>th</sup> 2010, during a press event at the CES exhibition. The CES has been convening in the U.S. since 1967, and every year it attracts hundreds of thousands of visitors and more than 2000 exhibitors, including leading global players in the field of consumer electronics that take advantage of this great opportunity to preview their main technological and product innovations.

The awarded device, developed by Magneti Marelli and powered by Microsoft Auto, is an in-dash computer in the Ford Work Solutions® platform that provides high-speed Internet access via the Sprint Mobile Broadband Network thanks to a built-in modem, a 6.5" colour touch-screen display, Garmin

navigation, Bluetooth-enabled “hands-free” calling and a wireless connection that allows the use of external devices such as printers. Now drivers can print invoices and documents or even access files and check inventories stored on their home or office computer networks: the office is now onboard the vehicle. Mobile office functions are disabled when the vehicle is in motion.

Thanks to these features, the “FordWork Solutions®” suite was the recipient of another prestigious American award, being recognised as “Truck of Texas - Outstanding Feature”. Truck of Texas is an important award in the U.S. since Texas represents the largest market for commercial vehicles in America.

*Magneti Marelli designs and produces advanced systems and components for the automotive industry. With its 67 production facilities (80 production units), 10 R&D centres and 28 application centres in 18 countries, 33,000 employees and a turnover of 5.4 billion Euros in 2008, the group supplies all the leading carmakers in Europe, North and South America and the Far East. Its business areas include: Powertrain, Lighting, Electronic Systems, Suspensions and Shock absorber systems, Exhaust Systems, Aftermarket Parts & Services, Plastic Components and Modules, Motorsport. Magneti Marelli is part of Fiat Group.*

**Milan, November 27th, 2009**

High resolution images available.