

**NAVTEQ and Magneti Marelli Premier a New “Automotive Integrated Navigation”
Concept for improved safety and fuel consumption**

Latest ADAS technology on show at the Paris Motor Show

Paris, 3 October 2008 – NAVTEQ, a leading global provider of digital map data for location-based solutions and vehicle navigation will, in conjunction with Magneti Marelli, the global automotive hi-tech systems and components supplier, premier the results of their latest technological co-operation – Automotive Integrated Navigation. Aimed at improving safety and reducing fuel consumption, the Automotive Integrated Navigation integrates NAVTEQ’s map enriched with ADAS (Advanced Driving Assistance Systems) specific attributes with Magneti Marelli’s latest embedded electronic systems resulting in a wide range of innovative new functions.

NAVTEQ and Magneti Marelli are collaborating to reach a new technological edge that drives towards an Automotive Integrated Navigation that means navigation effectively and truly interconnected with the “system” of the vehicle in all its parts and settings and graded to physical characteristics of the car environment. The applications resulting from this collaboration have the possibility to be easily turned into real products in the next future.

The two companies are demonstrating four new flagship ADAS applications on the NAVTEQ stand: Hall 2/1, Stand 231.

“Green Routing”: the first step towards Eco-navigation

This application enables the calculation of ‘green’ journeys using the least possible fuel. Fuel consumption is linked to the precise configuration of a car, traffic information and the road characteristics included in NAVTEQ maps: bends, slopes, speed limits etc. Magneti Marelli stand-alone GPS device already has a first generation of this option - using a wireless connection, Magneti Marelli has developed a system that is able to use vehicle engine data together with the NAVTEQ map, in order to calculate the most appropriate route.

“Green Driving”: responsible driving based on real time feed back

With NAVTEQ maps integrated, the Magneti Marelli on-board system allows adaptation of parameters such as power injection and acceleration commands and also provides intelligent gearbox management. Consequently all integrated systems can be optimised and the driver can drive more responsibly based on suggestions regarding speeds and gear.

Improved road sign recognition

Today, advanced technologies make it possible to better access multiple sources of data, in particular through the use of a camera acting as a ‘third eye’ to help in the recognition of road signs. The Magneti Marelli system combines NAVTEQ maps data with camera information to provide the driver with accurate road signs information.

Safety: lighting control (headlights), angling into bends, up slopes etc.

NAVTEQ maps with ADAS attributes list potentially dangerous sections of road so they can be visualised in advance. The Magneti Marelli system, with the input of NAVTEQ maps, controls the direction of the vehicle lights helping the system to adjust the beam either vertically or horizontally.

Advanced connected services: customization and mobility

NAVTEQ and Magneti Marelli have shared their expertise to offer new and innovative connected services via Magneti Marelli’s wireless internet connection. This application offers real-time connectivity and enables updates of applications and software, map updates and dynamic content such as traffic information. The architecture of this software makes it possible to overlay new content in navigation application.

See demonstrations on the NAVTEQ stand: Hall 2/1, Stand 231.

About NAVTEQ

NAVTEQ is one of the main suppliers of digital cartographic information for car navigation systems, mobile navigation devices, internet map applications and solutions for business and public institutions. NAVTEQ creates digital maps that enable navigation and location-based services throughout the world.



The company, which has its headquarters in Chicago (USA), was founded in 1985 and today employs 3,800 people across the world. NAVTEQ has 194 offices in 42 countries. Its European headquarters are in Veldhoven (Netherlands). For more information, visit our website: <http://www.NAVTEQ.com>.

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About Magneti Marelli

Magneti Marelli, a company belonging to the Fiat Group, designs, produces and distributes advanced systems and components for the automotive industry. With its 46 production facilities (56 production units), 9 R&D centres and 27 application centres in 16 countries, 28,000 employees and a turnover of 5 billion Euros in 2007, the group supplies all the leading carmakers in Europe, North and South America and the Far East. The business areas include: Powertrain, Lighting, Electronic Systems, Suspensions and Shock absorber systems, Exhaust Systems, Aftermarket Parts & Services, Motorsport.