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10th January 2008

Garmin® Wins Top Car Manufacturer Aftermarket Solution Deal

Garmin today announced that Garmin will supply the BMW Group with the Garmin nüvi® 360 as a customized portable navigation solution for the BMW 1 and 3 Series.

"This system has numerous customizations that make it unique to BMW such as the BMW logo on the navigation device's exterior casing, BMW logo on the welcome screen, BMW dealer database and tailored mounting system," said Roger Jollis, Garmin's director of OEM & mobile marketing. "It integrates seamlessly into the vehicle and we are confident BMW owners will be pleased with the system's style, reliability and versatility."

The BMW Navigation Portable system includes a customized mounting bracket that allows owners to mount the nüvi directly to the interior trim on the instrument panel, rather than to the windshield via a suction cup mount like traditional Garmin portable navigation systems. BMW's mounting system was designed specifically for the 1 and 3 Series and is positioned for optimal use by the driver. The special bracket is powered by BMW's onboard network and eliminates the need for exposed power cables. The mount charges the nüvi's built-in battery so that the device may also be used outside of the car when navigating a city as a pedestrian. The portable navigation device combines advanced technology with a user-friendly interface to ensure an intuitive and easy navigation experience.

The BMW Navigation portable system, based on Garmin's nüvi 360, has a bright, 3.5-inch touchscreen display with three-dimensional automatic routing with turn-by-turn voice-prompted directions that speak street names — making it easy to find your way anywhere. It also includes premium features such as Bluetooth wireless technology, MP3 player, audio book player, currency converter and world travel clock. The Bluetooth feature, coupled with an integrated microphone and speaker, lets users dial phone numbers through the device's touchscreen keypad (for supported phones). Users may look up and dial numbers from their personalized phone book or from the phone's call history log that shows calls received, calls dialled and calls missed. The nüvi can also dial numbers from its points of interest database – locations like hotels, restaurants, and attractions.

The nüvi 360 navigation package fits current production BMW 1 and 3 Series automobiles.

This announcement marks Garmin's second customized portable navigation system with the BMW AG family. Last year, MINI announced a specially configured retrofit mobile navigation system, also based on the Garmin nüvi 360, for use in any model in the MINI range.

About Garmin

Through its operating subsidiaries, Garmin Ltd. designs, manufactures, markets and sells navigation, communication and information devices and applications – most of which are enabled by GPS technology. Garmin is a leader in the consumer and general aviation GPS markets and its products serve aviation, marine, outdoor recreation, automotive, wireless and OEM applications. Garmin Ltd. is incorporated in the Cayman Islands, and its principal subsidiaries are located in the United States, Taiwan and the United Kingdom. For more information visit Garmin's media centre at www.garmin.co.uk/mediacentre. Garmin is a registered trademark of Garmin Ltd.

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