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**JVCKENWOOD celebrates the 10th anniversary of partnership with**

**Garmin, a major car navigation system company**

**-- Capitalizing on our achievements in the Automotive Consumer sector to expand our business in the factory-installed/dealer-installed sector**

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10th Anniversary Commemorative Logo

JVCKENWOOD Corporation is proud to announce that it is celebrating the 10th anniversary of partnership in car navigation systems with Garmin Ltd., a major U.S. car navigation system company.

During the period of the 2016 Consumer Electronics Show (CES), held at the Las Vegas Convention Center in Las Vegas, Nevada, U.S.A., JVCKENWOOD will exhibit new products at its booth (North Hall #1702) bearing the logo of the 10th anniversary of partnership.

### **1. Partnership with Garmin**

The partnership between JVCKENWOOD and Garmin began in 2006 when we developed a car navigation system together based on a new concept that integrated KENWOOD-brand car-mounted AV systems (TV/DVD/CD receiver) and Garmin's Hideaway Navigation System, and released the new product on the European and U.S. markets.

In 2007, we added an SSD-type of AV navigation system with Garmin's navigation system embedded in the GPS receiver to the product lineup, and dramatically expanded our sales areas from Europe and the U.S. to Asia, the Middle East and Oceania. In 2008, we entered into an exclusive sales agreement for SSD-type of AV navigation systems for the consumer market, aiming to further expand sales in the world market.

As a result of such collaboration, JVCKENWOOD's multimedia technology and operability as well as the high reliability of its products as in-vehicle equipment and Garmin's advanced GPS technology, know-how in map data compilation and high reliability led to the creation of synergistic effects. The "collaborative navigation system" enabled by JVCKENWOOD and Garmin has been maintaining the top share of more than 50% in the consumer market in North America with fans all over the world.

### **2. Future development**

DNX893S, JVCKENWOOD's new model for 2016 to be announced at the 2016 International CES, supports Apple CarPlay® and Android Auto™, enabling users to enjoy comfortable operability and a great entertainment space. With the release of the new product, we aim to further enhance our competitiveness in the consumer market, where we have already established a solid position.

Garmin's navigation engine boasts high reliability and multilingual support that are required for automobile

manufacturers' factory-installed car navigation systems for their global cars. By combining such strengths of Garmin and JVCKENWOOD's expertise in Digital Cockpit Systems, which we are developing as the pillar of our next-generation business, we will aim to expand the factory-installed and dealer-installed business for automobile manufacturers.

### Comment from Garmin

We are grateful that the long-term business alliance with JVCKENWOOD has paved the way for a solid success in the field of car infotainment for the two companies. The products developed by integrating our technologies have attractive features and cover the global market. Garmin and JVCKENWOOD will strive to maintain the top market share and expand all over the world, in particular, in the consumer head units in North America through continuous innovation of technology.

Cliff Pemble, CEO, Garmin

### Overview of Garmin

Garmin is founded on the principles of innovation, convenience, performance, value, and service. For over 25 years, Garmin has been engaged in the development of new GPS navigation systems, wireless equipment and applications for people who enjoy active life styles. The company has five principal businesses (in-car navigation, aviation products, sports & fitness, marine products and outdoor GPS in the world).



DNX893S, a new model for 2016 that supports Apple CarPlay® and Android Auto™



Presentation of souvenirs

### For further information, please contact

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*The above announcement is that initially released to the press, and it may not reflect the latest information.*



JVCKENWOOD Corporation (JVC KENWOOD), Victor Company of Japan, Limited (JVC), Kenwood Corporation (KENWOOD), and J&K Car Electronics Corporation (J&K Car Electronics) has merged to form a new company on October 1st, 2011.

[www.jvckenwood.com](http://www.jvckenwood.com)