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Kenwood Electronics Italia: new agreement for the distribution of the Becker PNDs

Milan, February 22nd 2010 – **Kenwood Electronics Italia**, partner of Becker since June 2009 for the distribution in the GDS and GDO channels of the portable navigation systems, announces that it has come to an agreement with **United Navigation GmbH**, the new licensing society of the German brand in the PND market, to continue the distribution activity in Italy.

Harman Becker Automotive Systems GmbH discontinues all its activities in the field of the portable navigation devices – while all the operations in the OEM will go on unchanged – and commits to United Navigation GmbH the use of the Becker brand for PNDs.

United Navigation GmbH belongs to the German group [MairDumont](#), the leader in Europe for travel and leisure media with the brands: ADAC, Shell, Dumont, Falk, Baedeker, Kompass, Lonely Planet and Dumont.

The MairDumont group has already been in partnership with Harman Becker since 2003 for the supply of contents in its fixed navigation systems and which will provide new opportunities for the development of new products, thanks to the integration of useful information such as points of interest, touristic guides and routes.

In the last years, the MairDumont group has successfully built up its PND business and is under the brand FALK one of the leading players in Germany.

United Navigation GmbH will be dedicated to the portable navigation business with the combined PND business of Becker and Falk, therefore strengthening its presence on the market. Ambitious projects are specifically planned to increase the market share in Italy..

An agreement has been put in place which assures continuity and that will allow to consolidate the relationships with major chains, buying groups players and mass merchandisers.

United Navigation GmbH develops and sells navigation hardware and software. The company, based in Ostfildern near Stuttgart, has three areas of business: portal navigation devices (PND) for private customers of the Becker brand and Falk brand, complete fleet management systems for businesses, and built-in solutions for the automotive industry. All of these products employ diverse, multi-award winning technology, such as “Falk Learning Navigation” and “Becker One-Shot-Speech”. Various series of the Falk navigation systems are equipped with the high-quality content of the MAIRDUMONT publishing group’s digital travel guide.

The Kenwood Group has the objective to “discover new solutions and broaden the offer for entertainment in everyday life”. Leader in the *Car, Car Multimedia and Home Entertainment*, Kenwood has three different business areas (Car Electronics, Communications e Home Electronics), counts 11 branches in Japan e 27 affiliates worldwide.

www.mybecker.com/ www.united-navigation.com

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