



D.R.B. announces a new agreement for the distribution of Becker portable satellite navigators

Bologna, April 14th 2010 – [D.R.B. srl](#), a historical partner of Becker for the distribution of aftermarket products since the beginning of the 1990's, has reached an agreement with **United Navigation gmbh**, the new licensee company of the German brand in the portable navigation devices (PND) market, to continue distributing in Italy.

D.R.B. will be the only Italian company appointed to distribute Becker's PNDs in the channel of specialist installers, car dealers and car telephone dealers.

"We are extremely honoured by this agreement, which rewards our efforts during almost two decades of collaboration with the Becker brand. We intend, however, to consider this event as a starting point, not as a point of arrival, and we are certain that we will continue to increase our market share." - boasted Renato Rizzi, owner of D.R.B. srl.

This agreement will guarantee continuity and will enable further consolidation of business relationships built over the years, while creating new business opportunities in a sector, that of portable satellite navigation, which offers high-level technological content and which can still provide a competitive edge, as in the case of Becker.

D.R.B. has also strengthened its own structure, with the arrival of an experienced dedicated Channel Manager, Francesco Bortoletti, who for more than ten years has been in charge of sales in the aftermarket segment for the Becker brand.

As from this year, while continuing to operate in the OEM sector, Harman Becker has withdrawn from the PND market and has assigned a management license to United Navigation for the brand as regards the portable systems.

[United Navigation gmbh](#) is part of the German giant [MairDumont](#), a European leader in maps and travel guides with brands such as Adac, Shell, Dunont, Falk, Baedeker, Kompass, Lonely Planet, and Dumont Bild Atlas.

Since 2003 Becker has been in partnership with this group which offers additional opportunities for developing new products through the integration of useful information for consumers such as travel guides, trails and point of special interest.

Over recent years the MairDumont Group has successfully strengthened its position in the PND sector. The FALK brand has made the group a market leader in Germany.

Ambitious projects to strengthen the market share are in the works for Italy.

Active since 1986 in the distribution of car hi-fis and car accessories, D.R.B. has increased its expertise in consumer electronics over the years, extending the range of products covered to mobile phones and satellite navigation. The company is currently the exclusive distributor of 6 leading brands belonging to the car audio, automotive, telephony and telecommunications sectors. Products are distributed throughout Italy by 18 local agents.

United Navigation GmbH based in Ostfildern (near Stuttgart) develops and sells hard- and software products for navigation. The company operates in three business segments: portable navigation devices for private customers under the brands Becker and Falk, integrated navigation solutions for the automotive industry and entire systems for company fleets. The products are based on award winning technology like "Falk Learning Navigation" or "Becker OneShot Speech Dialogue System". Falk navigation systems use the premium content of the digital travel guides of the MAIRDUMONT publishing house



Becker is a trademark of HARMAN/BECKER Automotive Systems GmbH, the automotive division of Harman International, one of the leading International groups in the electronics sector. For more than sixty years, its technical innovations in the car-hifi and infotainment sectors, as well as in the navigation systems for vehicles, telematics and integrated multimedia systems, has earned Becker an international reputation in both the automotive industry and the aftermarket sector. Over the years, the company has collaborated with some of the most prestigious brands, such as Mercedes, BMW, Audi, Porsche, Ferrari, Maserati, and others, establishing itself as the premier global provider in the OEM audio-video-navigation systems.

www.drbitalia.it

www.mybecker.com

www.united-navigation.com

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