

Maruti Suzuki Certifies SatGuide PND C230 As MGA

SatNav Technologies, pioneers of GPS Navigation in India, today announced that India's largest passenger car company- Maruti Suzuki India Limited (BSE:532500 NSE:MARUTI) has certified SatGuide PND (Personal Navigation Device) C230 as a Maruti Genuine Accessory (MGA). Nippon, the leading Maruti Suzuki accessories provider, will make this light-weight, affordable and complete navigation device available at more than 250 Maruti showrooms spread across all Metros, Tier I and Tier-II cities in the country. On purchase of SatGuide C230 PND, the buyer gets a FREE GPS maps upgrade covering 628 cities and whopping 2 million Points of Interest.

Maruti Suzuki Genuine Parts and Accessories are priced competitively and offer the customers reliable high quality products and the best prices. The SatGuide PND C230 is an indispensable travel tool for Indian consumers with sophisticated navigation functions, clear maps, turn-by-turn guidance and voice instructions. It comes with an extensive picture storage capacity as well as MP3 player. PND C230 is capable of providing accurate and easy navigation in even the most challenging environments. SatGuide C230 device will be available at all Maruti accessory stores across the country and this device will be sold exclusively at Maruti showrooms only. More information on the SatGuide PND C230 can be found on

http://www.satguide.in/product/satguide_c230_for_maruti.aspx.

"Founded on the principles of innovation and performance, Maruti has been offering its customers the best driving experience on Indian roads for almost 25 years. Similarly, SatGuide PND C230 offers one of the most comprehensive and reliable personal navigation solutions for the Indian market", said Amit Prasad, Founder and Chief Executive Officer, SatNav Technologies.

This tie-up reinforces SatNav's ability to provide the paramount and bespoke navigation solutions in Indian market. The hardware and software are both from Global Majors Mio and Destinator, which helps ensure that the best in class quality is being delivered to the Maruti customer. This will also help Maruti provide their valued customers with a convenient option to choose PND for their automobiles directly from the showroom. The joint service of Maruti cars and SatNav navigation solutions through Nippon, will ensure the availability of excellent services to the customers in Indian market, and provide a basis for an enhanced collaboration that is a 'win-win' for Maruti, Nippon and SatNav.

TECHNICAL PRODUCT SPECIFICATION:

CPU	Samsung 2443-400Mhz
GPS Chipset	20-channel SiRFstarIII
TMC	Optional
Memory/R0M	256MB~1GB
Memory / RAM	32~64MB
Memory Slot	SD/MMC (Compatible
Color Display	3.5" TFT with Touchscreen

Resolution	320 x 240 Pixels (QVGA)
Display Orientation	Landscape
Battery	Un-swappable rechargeable Lithium battery cell
Battery Capacity	800mAh
Battery Life	3.5 ~ 4.0 Hrs
USB	Yes (V2.0)
Speaker	Yes
Depth	24 mm (0.94")
Width	90 mm (3.5")
Height	84 mm (3.3")
Weight	144 g (5.08 oz)
Operating System	Win CE .Net 5
Navigation Software	Yes (SatGuide map Preloaded)

About SatNav Technologies

Incorporated on January 9, 2004, SatNav Technologies is an ISO certified IT Products Company that is a pioneer in GPS Navigation products. SatNav's products include an immensely popular GPS Navigation Product SatGuide available at hundreds of stores all over the country including leading retailers like Croma, EZone, Reliance, ABRL, Staples among others – that is helping customers “Never Get Lost!” , variants include Navigation solutions for dedication navigation devices, PDAs, Phones, Laptops, Desktops, SatGuide Logger among others. Also in SatNav portfolio are unique products; a Business Infrastructure Management System, a-mantra; and an online directions portal Roadsofindia.com, among others.

About Maruti Suzuki

Maruti Suzuki India Limited (BSE: 532500 NSE:MARUTI), a subsidiary of Suzuki Motor Corporation of Japan, is India's largest passenger car company, accounting for over 50 per cent of the domestic car market. It was the first company in India to mass-produce and sell more than a million cars. It is largely credited for having brought in an automobile revolution to India. Maruti Suzuki is one of India's leading automobile manufacturers and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned.

URL: <http://www.indiaprline.com/2010/02/07/maruti-suzuki-certifies-satguide-pnd-c230-as-maruti-genuine-accessory/>