



Brandmotion Selects Magellan Brand GPS for Dealer - Installed Car Navigation System

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Thales Navigation, global innovator of GPS products for outdoor and vehicle navigation, announced today a partnership with Brandmotion, LLC to deliver the first integrated aftermarket Magellan navigation system, based on the best-selling Magellan RoadMate™.

PR9.NET October 02, 2006 - Detroit, MI - Thales Navigation, global innovator of GPS products for outdoor and vehicle navigation, announced today a partnership with Brandmotion, LLC to deliver the first integrated aftermarket Magellan navigation system, based on the best-selling Magellan RoadMate™. Brandmotion, a spin off of Johnson Controls, partners with leading companies to develop, market and distribute seamlessly integrated entertainment, safety and convenience products for automobile owners. The Magellan partnership will provide integrated navigation devices for select high volume vehicle lines, beginning with an integrated vehicle navigation system for Ford F-150 trucks. Distributors and dealers attending the 2005 SEMA show got a first look at the Brandmotion booth (#12282) and at the Magellan booth (#11024, North Hall, Mobile Electronics section).

"This is an ideal opportunity for our Magellan OEM business and a strong validation of our market leadership and strategy," said Hubert Canuet, general manager of the Thales OEM business unit. "Brandmotion's OEM-level design and engineering capabilities allow us to offer our best-selling, award-winning Magellan vehicle navigation technology and provide it as a unique, dash-integrated aftermarket vehicle navigation option with a factory-installed appearance."

"This product capitalizes on the fast-growing demand for aftermarket vehicle navigation systems by providing a seamless integration option from a leader in vehicle navigation technology," said Jeff Varick, president of Brandmotion. "Our product can be easily installed to fit on the dash of any 2004 or newer Ford F-150 truck so dealers can sell it directly to customers with the purchase of a vehicle and install it immediately with a sleek looking result."

The Magellan integrated navigation system delivers a full-color touch screen with visual, voice and text-prompted turn-by-turn guidance for door-to-door routing anywhere in the United States and Canada. The system's built-in nationwide maps ensure there is no need to download maps from a computer. An additional 7 million pre-programmed searchable points of interest conveniently provides locations of ATMs, gas stations, hotels, restaurants and dozens of other categories of businesses. Among the system's many other features is SmartDetour™, which automatically routes drivers around traffic jams.

Brandmotion, LLC is a spin-off of Johnson Controls Inc., a global market leader in automotive systems. Brandmotion delivers highly integrated automotive accessory solutions to consumers via multiple distribution channels. Brandmotion specializes in high demand consumer accessories such as navigation systems, hands-free Bluetooth phone systems, MP3 players and DVD players, and is the exclusive content provider for Johnson Controls RailPort™ OEM overhead docking system for consumer electronics.

Brandmotion LLC, provides the content for the Johnson Controls Overhead RailPort Storage System found in the Ford F150, Chevy Uplander, Saturn Relay, Buick Terrazza, Pontiac Montana SV6, Chrysler Town and Country and Dodge Town and Country.

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About SmartFinds Internet Marketing

SmartFinds Internet Marketing provides creative marketing strategies for business websites. Services include research, search engine optimization, short term advertising campaigns, long term organic marketing methods, enhanced marketing services and, campaign management and reporting. SmartFinds is located in Bloomfield Hills, Michigan.

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