



For Immediate Release
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JVCKENWOOD Commemorates a Decade of Navigation Partnership With Garmin

10-year history spans first add-on module to today's tightly integrated, all-in-one units

LAS VEGAS – January 6, 2016 (MEDIAWIRE) – CES 2016 marks the 10th year of the partnership between JVCKENWOOD Corporation and top in-vehicle navigation producer Garmin Ltd. For the last decade, the two companies have helped drivers get where they are going with Garmin's easy to use, turn-by-turn framework within the touch screen experience of the KENWOOD brand of advanced-technology multimedia receivers.

JVCKENWOOD sought out the partnership with Garmin at a time when in-vehicle navigation was just becoming popular among the OEMS, and several competitors were investing in proprietary solutions.

"When we looked at navigation, we weighed the notion of creating our own versus partnering with an existing PND (Portable Navigation Device) manufacturer," said Rick Noetzli, JVCKENWOOD general manager / product and R&D development manager. "Garmin was among the top names in navigation, and we saw a company that not only continuously improved its technology, but invested heavily in creating the ideal user experience. Their goals mirrored ours in terms of adding convenience and safety without a complicated learning curve. Plus, we felt the association of two top brands would attract customers who already use and trust Garmin."

In 2005, the KENWOOD brand introduced the first Garmin-ready multimedia receiver in the DDX-6017. It used a plug-in navigation module (KNA-G510) to add navigation to the receiver's screen. In 2007, with the release of the DNX7100, KENWOOD was able to integrate Garmin navigation within the receiver, easing the installation process and offering customers more value.

Today, Garmin navigation is a mainstay in four 2016 multimedia models, and with the release of the new eXcelon DNX-893S at this year's International CES, it joins Apple CarPlay® and Android Auto™ to provide drivers with the ultimate safety and entertainment combination.

JVCKENWOOD is commemorating the milestone with a special joint logo, and a dedicated display at its booth, No. 1702 in the North Hall of the Las Vegas Convention Center, during International CES. In addition, both companies will look at special incentives for consumers throughout the year.

"We are pleased to celebrate a long standing partnership with JVCKENWOOD that has enriched the continued success of both companies in the vehicle infotainment space," said Cliff Pemble, Garmin president and CEO. "Together our combined products have included appealing features and covered global markets. Garmin and KENWOOD have continued to innovate and maintain our No. 1 market share in the aftermarket head unit space in North America."

For more details please visit the KENWOOD website at www.KENWOOD.com/usa.

Image:

mwire.co/KW-GarminLogo.jpg

About Garmin Ltd.

For more than 25 years, Garmin has pioneered new GPS navigation and wireless devices and applications that are designed for people who live an active lifestyle. Garmin serves five primary business units, including automotive, aviation, fitness, marine and outdoor recreation. For more information, visit Garmin's virtual pressroom at Garmin.com/newsroom, contact the Media Relations department at 913-397-8200, or follow us on [Facebook.com/garmin](https://www.facebook.com/garmin), [Twitter.com/garmin](https://twitter.com/garmin) or [Youtube.com/garmin](https://www.youtube.com/garmin).

About JVCKENWOOD USA Corporation

JVCKENWOOD USA Corporation is a wholly-owned subsidiary of JVCKENWOOD Corporation and is a leading developer of imaging, home and car entertainment, and navigation products for the consumer market, two-way radio communications systems for public safety, private industry and amateur users, and video equipment for the broadcast and professional markets. For detailed information, call JVCKENWOOD USA at 1-800-950-5005 or visit us at <http://us.jvcKENWOOD.com>, www.KENWOOD.com/usa and www.jvc.com.

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