



## **Tele Atlas Maps and Location Content Power In-Car GPS Navigation for Next-Generation Ford SYNC and New MyFord Touch**

Ford Vehicles in North America, South America and the Middle East to Feature High-Quality Tele Atlas Maps and Location Content

Las Vegas, Consumer Electronics Show 2010, January 7, 2010—Tele Atlas, a leading global provider of digital maps and dynamic content for navigation and location-based solutions, announced today that Ford Motor Company will use Tele Atlas maps and location content for North America, South America and the Middle East in the newest version of Ford's in-car connectivity system, SYNC™, and in all vehicles equipped with the new premium navigation option for MyFord Touch driver connect technology. The same Tele Atlas maps of North America that will power these navigation offerings and location services were recently rated highest for quality and reliability in certified tests.

Starting in 2010, Ford will offer a convenient, upgradable Secure Digital (SD) card-based premium navigation system for Ford vehicles equipped with the new MyFord Touch. Turn-by-turn directions with generic display icons and voice guidance will be standard on all Ford vehicles with SYNC, using the existing Traffic, Directions & Information application.

The map-based SD card navigation leverages Tele Atlas maps and builds upon SYNC with Traffic, Directions and Information. The current system leverages industry-leading voice-recognition software, integrated GPS technology and a Bluetooth®-enabled mobile phone to deliver personalized traffic reports, precise turn-by-turn directions and up-to-date information including business listings, news, sports and weather.

All Ford vehicles with SYNC will have turn-by-turn directions available via the Traffic, Directions & Information application enabled by the user's mobile phone. The addition of MyFord Touch driver connect technology brings a new visual element to the basic navigation system, thanks to the display capabilities built in to the systems.

SD card navigation, supplied by TeleNav with Tele Atlas maps, will be available as an option for the MyFord Touch system, activated by inserting the SD card in to the system's built-in Media Hub. The SD card will contain the map database and voice data, 3D landmarks and points-of-interest (POIs) from Tele Atlas and enhanced POI information from Wcities. Upon activation of the map-based navigation option, SIRIUS Travel Link data services will be available as well, providing access to sports scores, weather, traffic, and movie listings.

"Ford's industry leadership in delivering advanced, connected navigation and its vision to deliver a range of customizable, connected services make them an ideal partner for Tele Atlas in the automotive market," said Jonathon Husby, Tele Atlas Vice President of Automotive, Transportation and Telematics. "We're excited to work with Ford to deliver a personalized, content-rich navigation experience with SYNC and MyFord Touch and further extend its leadership on a global scale."