

External Information

Gothenburg, Sweden 2011-12-15

WirelessCar stands out as telematics service provider in study conducted by Strategy Analytics

“WirelessCar is redefining the telematics service provider as a global supplier of cloud services” distinguishing itself by a global reach and an open platform. An analysis that could be summed-up as: “wherever you turn, WirelessCar is there!”

.....

The report, WirelessCar Stands Out with Global Reach, Open Platform, claims that OEMs are finally investing in telematics technology for their vehicles and, while this will create new opportunities for suppliers and service providers, WirelessCar already stands out in the field.

“WirelessCar has established a global leading position unmatched in the telematics industry,” states the author of the report. “The company stands alone with existing or pending embedded telematics deployments in Europe, Asia-Pacific, North and South America and the Middle East.”

Strategy Analytics says that WirelessCar’s global scope, multiple segment solutions, multiple platform support, flexibility and proven track record are what differentiate it from its competitors.

WirelessCar is already providing successful telematics solutions to a number of OEMs, including Volvo Cars and BMW. With the development of NGTP (Next Generation Telematics Pattern), WirelessCar is well positioned for emerging connected services, such as taking advantage of new opportunities created by connected smartphones, which are expected to feature prominently in the years to come.

This ability to pre-empt upcoming trends in the industry and adapt accordingly is likely to ensure that WirelessCar continues to distinguish itself in a fast-growing industry.

Strategy Analytics is a global research and consulting firm, focusing on market opportunities and challenges in the areas of Automotive Electronics & Multimedia.

Press contact: Nathalie Rey, Communications Manager, phone +33 481 930 285, e-mail nathalie.rey@wirelesscar.com.

More information about WirelessCar: www.wirelesscar.com.

WirelessCar is one of the world’s leading telematics service providers serving both the automotive and commercial vehicle sectors with services that are operational in 50 countries. This truly global offering can include automatic crash notification, emergency and road side assistance, stolen vehicle tracking, embedded hands-free telephone, car locator, remote door unlock, and remote diagnostics. In addition, online services such as e-mail access and live news feeds are available. WirelessCar is part of Volvo IT, which is a global company and a subsidiary of the Volvo Group. WirelessCar operates as an independent entity addressing all vehicle manufacturers. WirelessCar’s services are branded in the names of our customers, who include companies, such as: BMW, Volvo Cars, Volvo Trucks, Renault Trucks, Volvo Construction Equipment, Mack Trucks, Toyota Material Handling, Rolls Royce, and Allianz.

WirelessCar	Telephone	Registration No.	Registered Office
Lindholmospiren 5B	+46 31 65 19 00	556103-2698	Göteborg, Sweden
SE-405 08 Göteborg			
Sweden			
Web: www.wirelesscar.com			