

Pioneer Electronics (USA) Inc. Presents NAVIGATION TRENDS

Americans spend more than 500 million commuter hours a week in their vehicle according to the US Department of Transportation and national highway traffic and safety. In fact, a new MapQuest Summer Survey stated that August is the most popular time for summer travel by 29 percent. Whether commuting or traveling on vacation, a navigation device could really help drivers get around. In fact, one in five Americans are planning to purchase a navigation device this year to assist them during the many hours spent on the road, according to a recent Pioneer survey conducted by Roper Public Affairs.

“Our customers tell us that driving with an in-car navigation system really changes the driving experience: always knowing where they are, where they are going, how to best route around traffic and make an unplanned detour,” said Karen Rubin, Director of Marketing and Product Planning for Navigation at Pioneer Electronics. “Pioneer takes this experience to the next level with the AVIC-Z1, by allowing drivers to enter addresses and search for business listings by voice.”

HERE'S A SNAPSHOT OF WHAT AMERICANS ARE DOING ON THE ROAD

Using their cell phone

73% of cell phone users talk on their phones while driving making it clear that consumers increasingly want to stay connected on the road.

U.S. Department of Transportation and National Highway Traffic and Safety Administration study

72%

Worrying about gas prices

72% of those planning to take a road trip this year said that gas prices were affecting their summer travel plans. However, almost half (49%) planned to take a road trip this summer despite gas prices.

MapQuest consumer survey

49%

Kids in the car

48% of kids read on road-trips, compared to 42% who watch movies and 34% who choose music to pass the time.

MapQuest consumer survey

48%

HOW AMERICANS FEEL ABOUT USING NAVIGATION PRODUCTS:



Aftermarket in-car navigation products have become one of the hottest 12-volt growth segments, rising in year-to-date sales in 2005 by 126.5 percent in units and 74 percent in dollars over the same period last year.

NPD Group



Key factors that contribute to overall customer satisfaction in factory installed navigation systems include ease of use, system appearance, routing, system speed and voice prompts.

J.D. Power and Associates satisfaction study

U.S. NAVIGATION PRODUCT TRENDS – BOTH IN-DASH AND PORTABLE

Consumers trading up to in-dash navigation

Nearly 30% of Pioneer's in-dash navigation customers own a portable navigation device. According to Pioneer consumers learn and experience the benefits of driving with navigation from a portable device and ultimately invest in a more permanent, better-integrated, feature-rich in-dash navigation system.

▶ **Enhanced Features and Convergence**

Industry experts see the installed navigation product as the future of the car stereo business. Especially as the latest navigation models also have integrated audio, MP3, satellite radio and DVD video playback that utilize the large touch screen to enrich the driving experience. Pioneer's AVIC-Z1 offers additional entertainment options such as iPod connectivity and 10 gigabytes of hard drive space reserved for a music library which is automatically created when audio CDs are played. With these enhanced features, users have multiple options for entertainment whether they are stuck in traffic or on a holiday roadtrip.

▶ **Functional**

Text to voice options and voice enabled directions, traffic and weather condition updates, and Bluetooth functionality are just some of the additional features available to enable drivers to keep their eyes on the road. A recent Pioneer customer survey illustrated that more than 60% of navigation customers own a Bluetooth cell phone which can be connected to their AVIC-Z1 via an optional Bluetooth adapter. Once connected, drivers can use the built-in microphone and their vehicle speakers to make phone calls hands free. And, when it comes to system performance, the ability to receive updated traffic information is considered most important by Americans today.