

## **GARMIN® DIGITAL TRAFFIC RANGE EXCLUSIVELY AVAILABLE AT HALFORDS**

Motorists looking for *the* most accurate live traffic information possible from their satellite navigation device can purchase their ideal solution at Halfords stores from today.

The market-leading UK in-car technology retailer has become the exclusive stockist of Garmin's latest generation of navigation devices – which feature an all-new proprietary technology called 'Digital Traffic'.

Digital Traffic delivers more detailed and more frequently updated navigation information to customers than ever before via in-built cutting edge DAB (digital audio broadcast) technology – yet requires no internet connection and is free from subscription for life.

Marking its launch, Halfords' Head of Trading Dave Poulter said: "As the UK's number 1 sat nav retailer we have seen these devices develop from a luxury purchase, when they were first introduced, into a necessity that drivers rely on.

"Our retail position gives us a unique insight into the needs of customers and in response we have been working closely with Garmin for the past two years to help bring Digital Traffic to the high street.

"From a desire for larger screen sizes, to subscription-free mapping and more accurate live traffic avoidance capabilities – we have been at the forefront of introducing innovative new technologies over the past decade and believe that Digital Traffic will raise the bar in terms of what customers expect from navigation products."

Garmin's proprietary technology has been incorporated into its latest nuvi-branded product range, which is available in three visually distinctive designs (***essential***, ***advanced*** and ***premium***) that deliver a variety of features and functions designed to suit individual customers' needs and budgets:

- Featuring a 5 inch screen the ***premium*** model sits atop the range priced at £299.99, offering a superior navigation experience - courtesy of its Digital Traffic capability, lifetime maps and Bluetooth connectivity - in a sleek brushed aluminium casing with a convenient magnetic mount.
- The mid-range ***advanced*** model, available with a 4.3 or 5 inch screen, incorporates the same Digital Traffic navigation features as a premium model (minus lifetime maps and Bluetooth) in a more understated package – with the 4.3 inch screen priced from £139.99 and 5 inch priced from £149.99.
- For customers looking for a simple, inexpensive but reliable and easy to use navigation device, there is the ***essential*** model – which comes with a 4.3 inch screen and a choice of mapping and lifetime map options but does not feature Digital Traffic.

One further technological advance being introduced by Garmin, on all advanced and premium models at the same time as Digital Traffic is 'Real Directions™'.



As the name suggests, Real Directions delivers enhanced route guidance to customers by using distinctive landmarks along their route as alternate visible signposts – for example you may be advised to ‘turn left after the cathedral’.

Dave Poulter added: “With so many different satellite navigation products and options available, it is important that customers understand the added benefits of Digital Traffic and Real Directions in order to make an informed decision about the functions they do and don’t require.

“We have trained our store colleagues on these new technologies so that they are able to provide guidance in an accessible way and are offering live demonstrations in every store from today.”

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**Notes to editors**

Digital Traffic is exclusively available from Halfords for at least the next six months.

**About Halfords Group plc**

The Group is the UK’s leading retailer of automotive and leisure products and, through Halfords Autocentres, also one of the UK’s leading independent car servicing and repair operators.

Halfords customers shop at 467 stores in the UK and Republic of Ireland and at Halfords.com - for collection at their local store or direct home delivery. Halfords Autocentres operates from 287 sites nationally and offers motorists dealership-quality MOTs, repairs, and car servicing at affordable prices.

Halfords employs approximately 12,000 staff and sells around 10,000 different product lines in stores – increasing to around 16,000 lines at Halfords.com. The product offering encompasses significant ranges across car parts, in-car technology, car seats, roof boxes, outdoor leisure and camping equipment as well as cycles.