

## PRESSINFORMATION

New appearance on the PND market

### **Portable Navigation of Becker and Falk under one roof**

**With effect from January 11th, 2010 Becker and Falk are bringing together their PND brands. The umbrella company with the new name UNITED NAVIGATION GmbH obtains the global license for the two traditional brands. UNITED NAVIGATION combines more than 60 years of individual expert knowledge of Becker and Falk and will focus on further developing the two strong brands through new innovations in the area of portable navigation.**

For several years now, both companies have been working together very effectively: Harman International, known for the Becker brand among others and MairDumont, known for Falk, Marco Polo and Baedeker. The collaboration started in 2003 when Becker's fixed navigation devices were equipped with Falk's Travel Guide Europe for the first time. Collaboration has been expanded ever since and now results in the amalgamation of the brands Becker and Falk in the field of mobile navigation into UNITED NAVIGATION. The current company Falk Navigation GmbH is renamed to United Navigation GmbH. It forms the umbrella company for the two brands and adds new momentum to the navigation market. While Harman Becker Automotive Systems GmbH discontinues all its activities in the field of portable navigation devices, all other divisions of Harman Becker continue their operations unchanged.

#### **Becker- Pioneer in automotive electronics**

UNITED NAVIGATION will continue to develop both brands, both Becker and Falk, on an autonomous basis. For more than 60 years, Becker has been a pioneer in the field of automotive electronics, having developed innovations such as the first car radio, the Autophon, in 1949 as well as current innovations such as the Becker OneShot voice control, a feature incorporated in Becker's top navigation systems of the Z-series.

#### **Falk – From maps to modern mobility**

Falk is the brand name of competence in orientation with a current record of more than 100 Million products sold. In the field of mobile navigation, Falk has now acquired a top position, having developed technologies such as the world's first learning navigation and the latest invention, "Stadtaktiv".

### **Mobile Travel Companions with Contents of MairDumont**

UNITED NAVIGATION has access to the contents of MairDumont, Europe's market leader for travel and leisure media. As a consequence, travel information may soon no longer only be integrated into Falk navigation devices but also into Becker navigation systems. UNITED NAVIGATION attaches particular importance to quality in all developing processes. All devices of Becker and Falk are developed in Germany.

### **New shareholder structure of UNITED NAVIGATION**

With effect from January 11<sup>th</sup>, 2010, Falk Navigation is renamed to UNITED NAVIGATION. Elmar Peters, who has been a Managing Director of the company since October 2006, has become a member of the board of shareholders in December 2009. The new shareholder structure is as follows: Dr. Frank Mair holds 80%, Elmar Peters 5 % of the stock. MairDumont as strategic partner to United Navigation maintains 15% of the shares. Place of business is Ostfildern near Stuttgart.

### **For further information on UNITED NAVIGATION GmbH please contact:**

Jessica Wagner  
Marketing Manager PR/ Online  
United Navigation GmbH  
Marco-Polo-Straße 1  
73760 Ostfildern  
Tel.: +49 (0)711 45 02-1773  
E-Mail: [presse@falk.de](mailto:presse@falk.de)  
[www.united-navigation.com](http://www.united-navigation.com)

pro publica GmbH  
Tina Stadelmann  
Siemensweg 4  
70794 Filderstadt  
Tel: +49 (0)711/70 70 95-11  
E-Mail: [stadelmann@pro-publica.de](mailto:stadelmann@pro-publica.de)  
[www.pro-publica.de](http://www.pro-publica.de)