



Alpha Summit

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ATX Group Overview

- World's second largest Telematics Service Provider
- Founded the OEM telematics industry in 1996
- Expanded to Europe in July 2003
- Over 400 employees in Dallas and Düsseldorf
- Nearly 750,000 subscribers on two continents



Service areas

Safety and security

- Emergency service
- Breakdown service
- Stolen vehicle recovery
- Remote door unlock

Convenience

- Information and travel (POI download, traffic info)
- Office functionalities
- Voice-delivered owner's manuals

vRM

- Vehicle diagnostics
- Remote programming

Access through multiple channels/devices

- Voice and data
- Car and web
- Car and mobile

Market Overview

- US market leading in terms of volume
- EU catch-up on volume and coverage
- Mostly available in premium segment
- Complex value chain

Current market dynamics I

- PND race revitalised industry dynamics
 - Cell phones to follow
- Increased customer awareness
- Reduced prices for HW and data transmission
- Proliferation into mass market
- Shrinking margins
 - Need for differentiating features/functionality

Current market dynamics II

- Key trends: Connectivity and Convergence
 - Connectivity to external content sources
 - Connectivity to bus system
 - Multiple channels/device
- Offers end customers
 - More attractive services
 - True mobility in services – right device for each situation
- Creates additional
 - Payment methods (e.g. new SIM concepts)
 - Recurring revenue streams
- Lifts mobility services to a new level!



Thanks for your attention!