

MEDIA RELEASE

## **Mercedes-Benz introduces SUNA real-time traffic into its S-Class and E-Class ranges, with more to come**

**Melbourne, 23<sup>rd</sup> February, 2011** – Mercedes-Benz has partnered with Intelematics Australia to introduce SUNA Live Traffic Updates as a standard feature of its S-Class and E-Class navigation systems. Mercedes-Benz passenger vehicles will now have the capability to alert drivers to traffic problems ahead, estimate the impact of congestion on journey times, and suggest alternate routes where appropriate.

SUNA Traffic Channel is Australia's first digital traffic information service that broadcasts detailed information about traffic congestion and other road conditions directly to compatible in-car satellite navigation devices.

The agreement with Mercedes-Benz reflects a major push by Intelematics into the in-car navigation market, where they already provide the SUNA live traffic service to eight of Australia's leading car manufacturers and importers.

Mercedes-Benz is the first European prestige car manufacturer to incorporate SUNA in its Australian range of vehicles following three years of evaluation and calibration for Australian conditions by Mercedes-Benz teams locally and in Germany.

Adam Game, Chief Executive Officer, Intelematics Australia said, "As a European manufacturer with years of experience integrating live traffic data throughout the world, Mercedes-Benz understands the value of traffic information and its ability to enhance the driving experience by helping motorists evaluate and respond quickly to road conditions.

"The SUNA service currently provides live traffic updates to motorists continuously in all major metro markets. The service uses data from a range of sources including computer

controlled traffic signals, road authorities, probe vehicles as well as that gathered by SUNA traffic operators. The SUNA service recently went through a major upgrade that has resulted in significant improvements, particularly in the precision of freeway congestion monitoring in Brisbane and Sydney. The upgrade enables SUNA to deliver more detailed road coverage and higher precision which was a catalyst in the decision by Mercedes-Benz to integrate our service into their vehicles.”

Speaking on behalf of Mercedes-Benz Cars, Horst von Sanden, Managing Director, said, “As one of the world’s leading providers of premium vehicles we are continually striving to improve the capabilities of our vehicles. SUNA is a welcome addition and one we believe our customers will gain enormous benefit from.”

Mercedes-Benz announced the partnership with Intelematics yesterday with the new S-Class and E-Class platforms to include SUNA initially. Compatibility with other ranges is expected to be announced later in the year.

SUNA is currently available in Melbourne, Sydney, Canberra, Brisbane, Gold Coast, Adelaide and Perth.

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