Coagent selects u-blox as primary source of GPS technology

Thalwil, Switzerland and Guangdong, China – February 24, 2011 – u-blox has entered into an agreement with Guangdong Coagent Electronic & Science Technology Co. Ltd, China's largest supplier of In-Car Navigation and Entertainment systems. Coagent's products are sold to the worldwide automotive after-markets as well as to the huge first-mount market in China.

Coagent has selected u-blox' NEO-6 as its preferred GPS receiver module and will design it into all its product lines. In return, u-blox will deliver its latest GPS technology and provide support for Coagent's product development. Coagent's flagship car information and entertainment platform "E-Car" has already integrated NEO-6 as its GPS receiver.

"u-blox has provided us risk-free, future-proof GPS technology, and their quality products and expertise allow us to optimize our engineering resources to maintain Coagent's number 1 position in the sector in China. u-blox has provided us world-class support to ensure that our product performance exceeds our customer expectations" stated Edmond Luo, Coagent CEO.

"We are extremely pleased to be chosen as main GPS supplier for Coagent's industry-leading line of car information and entertainment systems. With over 300 products delivered into the automotive markets in Asia, Europe and the Americas, Coagent is one of the world's dominant suppliers of in-car navigation and entertainment technology. We are extremely proud to be their GPS partner" said Thomas Seiler, u-blox CEO.

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