

## **Ericsson and Magneti Marelli in automotive collaboration**

**Following the agreement the two companies will establish a partnership to supply communication solutions and mobile Internet applications to be integrated into Magneti Marelli's telematic systems.**

The products will include GSM technology communication devices (current and future generations up to UMTS) with GPS and other positioning services, new standards of remote interconnection among devices, new voice recognition technologies, and the implementation of WAP solutions.

The market for mobile communication solutions in the car industry will grow rapidly in the coming years. According to industry analyst's estimates, by 2006 50 percent of total new cars produced worldwide will have an in-built telematics capable terminal.

"For Magneti Marelli the agreement aims at strengthening development and production competencies of telematic applications, which expects a sharp, worldwide increase in use within the automotive sector," said Mr. Domenico Bordone, CEO of Magneti Marelli.

"For Ericsson this agreement strengthens its position as a leading provider of wireless communication solutions for the car industry," said Jan Ahrenbring, Vice President, Marketing and Communications, Ericsson Mobile Communications AB. "The integration of mobile Internet in vehicles will provide a new era of services in three strong areas: in-car navigation, communication, and entertainment, making the use of time more effective and driving safer."

*Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of Mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.*

Read more at <http://www.ericsson.com/pressroom>

### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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**About Magneti Marelli**

Magneti Marelli, headquartered in Milan, is an international leader in the design and production of high-tech components, systems and modules for the automotive industry with a turnover of 4,062 million Euro in 1999 and a workforce of 25,600 in 18 countries. The product portfolio includes: electronic fuel-injection systems, thermal systems, on-board information and communication systems, cockpit modules, lighting systems, suspension modules, shock absorbers, after market and services.