

## **NEWS RELEASE**

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### **MULTIMAP.COM PUTS LAND ROVER ON THE MAP**

Visitors to Land Rover's website, [www.landrover.co.uk](http://www.landrover.co.uk), can now locate their nearest dealer as a result of a global partnership agreement with Multimap.com, Europe's leading online mapping company. The agreement initially covers all of Land Rover's dealerships in the UK, but will roll out worldwide, commencing with France and Germany in August.

Visitors to the site can search for their local Land Rover dealer by map, town, city or postcode. The search delivers the nearest dealer (or dealers) with an indication of how far, in miles, they are from the starting point entered, along with a telephone number, address, email address and a web link to the dealer's own website. Users can also search for specific dealers by name.

By clicking on the 'view map' icon, visitors can obtain a detailed map which shows the exact location of a dealer. They can alter the detail of the map by zooming in or out, as well as moving around to familiarise themselves with the surrounding area.

Multimap.com has also incorporated a unique GPS feature within the service which provides longitude and latitude co-ordinates, enabling potential customers with hand-held or in-car GPS devices to find their way to their dealer with minimum fuss.

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“With over 2,000 dealerships around the world, this type of easy-to-use ‘dealer locator’ service is an important enhancement to the Land Rover site,” commented Jeff Kelisky, chief executive officer at Multimap.com. “At the click of a mouse, potential customers can obtain all the relevant information they need about their nearest dealer and those with GPS devices can simply enter the relevant co-ordinates for door-to-door guidance.”

“Land Rover specifically chose our customisable ‘Storefinder’ service so that their ‘dealer locator’ could adopt the look and feel of their website.”

Paola Casolari, Internet & New Media Manager at Land Rover commented, “Land Rover are delighted with the new Dealer Locator as it gives our customers a variety of methods to find their most convenient Dealer. Additionally, the implementation of the GPS co-ordinates provides a further service to customers with the GPS Navigation System fitted within their vehicle. Such a feature typically embodies The Land Rover Experience.”

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#### **About Multimap.com**

Multimap.com is Europe's leading provider of mapping and location-based services. The company delivers more online maps, point-to-point driving directions and geo-spatial ("where's my nearest?") searches to more companies than any other supplier in Europe. All services are offered on WAP, PDA, kiosk, and interactive TV platforms and in multiple languages.

The public web site [www.multimap.com](http://www.multimap.com) provides a range of free, useful services to assist with everyday life. Key features include street-level maps of the United Kingdom, Europe and the US; road maps of the world; door-to-door travel directions; aerial photographs; weather forecasts; the London Underground map; links to location information; and services such as hotel, restaurant and entertainment booking. Multimap.com attracts over 4 million unique users every month and is one of the top 10 most visited websites in the UK.

#### **About Land Rover**

For Media Enquiries please contact Andrew Roberts in Land Rover Public Relations ([arober@landrover.com](mailto:arober@landrover.com)).

For General Enquiries please visit our web site at [www.landrover.com](http://www.landrover.com)