

## Press Information

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Greensboro, North Carolina January 4, 2010

### **WirelessCar awarded North American telematics contract**

WirelessCar has been selected to be the Telematics Service Provider for BMW in North America. WirelessCar will deploy the Next Generation Telematics Protocol to deliver services in new models from mid-2010 and also include a migration path for BMW's legacy applications currently operating in the United States and Canada. WirelessCar will work with third party providers, e.g., ATX Group, as Call Center partners to deliver the services.

WirelessCar has been co-developing the Next Generation Telematics Protocol with the belief that an open, flexible and neutral interface is an important strategic direction in the field of telematics. The customer will be the ultimate winner allowing BMW to launch new services and content in the dynamic wireless environment.

This contract compliments the previously announced selection of WirelessCar as the Telematics Service Provider for BMW in Europe. Over the past years, WirelessCar has created a strong relationship with BMW as their Telematics Service Provider in Kuwait, the United Arab Emirates and Australia.

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### About WirelessCar

WirelessCar, based in Gothenburg, Sweden, is one of the world's leading telematics service providers serving both the automotive and commercial vehicle sectors with services that are operational in 34 countries on four continents. This truly global service can include automatic crash notification, emergency and road side assistance, stolen vehicle tracking, an embedded hands-free telephone, a car locator, remote door unlock, and remote diagnostics. Also, Online services such as e-mail access and live news feeds are available. WirelessCar is part of Volvo IT, which is a global company and a member of the Volvo Group. WirelessCar operate as an independent entity addressing all vehicle manufacturers. WirelessCar's services are branded in the names of our customers who include BMW, Volvo Cars, Volvo Trucks and Volvo Construction Equipment.

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