

## Press Release

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Gothenburg, Sweden 2007-04-11

### **WirelessCar launches in-car Online Service in Kuwait**

WirelessCar has launched an Online Service in Kuwait -with BMW. The in-vehicle internet portal provides direct mobile access to content that is tailored specifically to the customers requirements.

The BMW Online service ensures that users can access internet-based services while in their vehicles, increasing their mobility and offers them up-to-date information. BMW Online offers in-vehicle e-mail access and convenient synchronization between your address book and the navigation system in the car. Users can also subscribe to their personal news by taking advantage of the increasingly popular RSS-news feeds.

This compliments the BMW Assist services that have been operational in Kuwait since 2005. These services packaged tighter are branded as ConnectedDrive by BMW and are available on all models sold in Kuwait.

BMW ConnectedDrive is an innovative concept from BMW Group that focuses on the intelligent integration of driver, car and its surroundings. The BMW Assist and BMW Online services combine to form a single, all-encompassing support network which gives car owners a unique range of mobility - for sheer driving pleasure, today and tomorrow.

With BMW Assist the car becomes the perfect travel manager. It supplies up-to-date information on traffic conditions to the driver en route. In an emergency, a signal is automatically triggered; the location is transmitted to the emergency or breakdown service so that the right help arrives on the scene faster.

The BMW ConnectedDrive services offered in Kuwait are operated by WirelessCar, who work on behalf of their customers to establish and run services where there is a demand. The United Arab Emirates is, currently, the other Middle Eastern country offering BMW ConnectedDrive. Along with Australia, WirelessCar has run operations in these markets since 2004.

#### 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 33 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. Volvo AB is the majority shareholder and allows WirelessCar to 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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