



MEDIA RELEASE

Kia Motors Australia partners with SUNA Traffic

Melbourne, 2 April 2012 - Kia Motors Australia has partnered with Intelematics Australia to provide SUNA Live Traffic Updates as a standard feature in its Platinum grade Optima, Sorento and Sportage models. Kia's first satellite navigation systems featuring SUNA will also be available as an option in the SLi Sorento and Sportage.

SUNA Traffic Channel is Australia's first digital traffic information service that broadcasts detailed information about traffic congestion and other road conditions directly to compatible in-car satellite navigation devices.

"We are delighted to be partnering with Kia Motors Australia, one of the fastest growing mainstream automotive brands in Australia which is committed to offering its customers the best in design, engineering and technology. The inclusion of SUNA in Kia's highly popular range reaffirms our dominance as the leading traffic provider for in-car navigation systems," said Adam Game, Chief Executive Officer, Intelematics Australia.

Kia Motors Australia is the ninth vehicle manufacturer to provide SUNA Traffic Live Traffic Updates through its in-car satellite navigation systems.

The inclusion of SUNA Traffic via in-car embedded navigation grew enormously in 2011, and it is predicted sales of vehicles fitted with SUNA Traffic embedded within in-car navigation systems is expected to exceed over 110,000 units during FY11-12.

Speaking about the new partnership Tony Barlow, Chief Operating Officer, Kia Motors Australia said "The SUNA live traffic system gives a new relevance to satellite navigation for daily commuters who will obviously know their way to and from their regular destinations but now have the added peace of mind that there will be no unexpected surprises on the way."

SUNA Traffic Channel analyses more than three hundred million instantaneous speed measurements each month, combining a range of traffic data including GPS trackers on probe vehicles, traffic light data, traffic camera data and analysis of historical traffic information.

Motorists can find out more information on SUNA by visiting: www.sunatraffic.com.au

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About Intelematics Australia

Intelematics Australia is a wholly owned subsidiary of the RACV and is a founding member of Global Response – a strategic telematics alliance covering Europe, North America and Australia, with more than 80 million motoring club members.

Globally recognised for innovation, Intelematics Australia's services include safety and security, fleet and workforce management, real-time traffic information and navigation, together with a range of real-time motorist information and convenience services. Intelematics also provides enhanced remote vehicle diagnostic and eCRM services.

Intelematics Australia is a leading provider of OEM telematics programs within the Asia Pacific region and works in partnership with its clients to create tailored programs that bring benefit to vehicle manufacturers, their maintenance and retail channels, and motorists.

SUNA Traffic Channel, operated by Intelematics, has been adopted by leading brands including Alpine, Continental, Eclipse, Ford, Garmin, Google, Holden, Honda, Mio, Navigon, Navman, Navteq, Navway, ninemsn, Nissan, Nokia, Pioneer, Toyota, Uniden, Mitsubishi, Subaru, Samsung, Mercedes-Benz, Clarion and Pump TV.

The RDS-TMC service now covers more than 95 per cent of the Australian main metropolitan population, with coverage in VIC, NSW, QLD, ACT, SA, and WA. SUNA is Australia's only digital traffic service broadcast using the international RDS-TMC standard which is supported by most GPS and automotive brands. SUNA content is also offered to developers of online and smart-phone applications.

For more information on Intelematics, visit www.intelematics.com.au

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