



# Navigation System Benefits

## Time Savings

### Get Lost Less Often

Simply Stated: No more driving in circles — directions are always right at your fingertips.

Save 4 days of driving over the course of a year when using a traffic enabled GPS device.

## Money Savings

### Save Gas

Drivers using a navigation system average a 1,500 mile decrease in distance driven per year.<sup>1</sup>

The average driver will save \$310 on fuel costs annually thanks to routing efficiencies.<sup>1</sup>

### Less Miles Driven

This actually leads to less wear and tear and in turn less maintenance for your vehicle.

## Environmentally Friendly

### Think Green

Selling “Green” is a current trend; smaller carbon footprint, less fuel used, and less wear and tear ensure longevity of vehicles with navigation.

### Reduced CO2 Emissions

By using less gas through efficient routing, drivers reduce their CO2 by over 20%.<sup>1</sup>

## Customer Satisfaction

### Navigation Important to Vehicle Owners

93% of owners consider their embedded navigation system an important part of their overall vehicle satisfaction.<sup>2</sup>

## Convenience

### Street Signs

Eliminate the struggle to read street signs with turn-by-turn guidance. Great for drivers with poor night vision.

### Points of Interest

Find new restaurants, ATMs, shopping centers, sports arenas, community landmarks and more.

## Increased Safety

### Emergency Situations

Find the nearest hospital or police station in unfamiliar areas.

### Unfamiliar Neighborhoods

No need to stop and ask for directions in unfamiliar areas.

### Junction Views and Speed Limits

Gain foresight when approaching freeway intersections — avoiding stressful and sometimes dangerous last-minute maneuvers.

Speed limit information helps you adhere to local speed limits.

<sup>1</sup> HERE Navigation Benefits Study 2009, June 2013 Update

<sup>2</sup> HERE Embedded Map Update Study 2013

## Use the navigation system as part of the test drive

The navigation system can be used during the test drive to compliment the driving experience with turn-by-turn guidance.

- Enter the dealership address as HOME
- Select a destination on your regular test drive route
- Have the customer make a wrong turn to show how quickly the system re-routes
- Have the customer select HOME to start guidance back to the dealership

## Make sure the navigation system is covered in the vehicle delivery

- Enter the dealership address into the customer's Address book
- Help the customer enter their Home Address
- Demonstrate Voice Command
- Make sure to mention any available subscription services

## Embedded Navigation is Better

- Custom-designed to safely operate from the driver's seat
- Integrated with your vehicle's steering wheel/audio/climate/entertainment/phone controls\*
- Voice commands let the driver operate key functions of the system while keeping their hands on the wheel\*
- Largest screen size
- Eliminates external wires and clutter
- Reduces chances of theft — PNDs are often targeted
- No battery charging, cellular signal or data plan needed

\* Available on most factory navigation systems

# Fuel Savings Calculator

An online widget, embeddable on any website, that demonstrates the benefits of driving with GPS.

The tool that could help you save time, money, fuel and CO2 emissions



Time



Money



Fuel



CO2

Visit the Fuel Savings Calculator at:

<http://allthingsnav.navigation.com/article/navigate-your-way-lower-fuel-costs>

