

NAVTEQ
DIRECT ACCESS™
navteq.com/directaccess



A channel partner of NAVTEQ

Put your brand on the map.
 Reach consumers when they're ready to buy.
With NAVTEQ Direct Access™.

NAVTEQ Direct Access is a unique way to provide mobile consumers high-quality information about your business. It gives you a direct connection to NAVTEQ, the top brands of GPS-enabled mobile devices, multiple in-vehicle navigation systems and the leading Internet mapping sites.

This is a powerful program for marketing your business in today's navigation-aware world. It does so through the map that is guiding that world, the NAVTEQ® map, the most widely used map for navigation.*

DRAW ATTENTION TO YOUR BRAND.

You've committed significant resources to marketing your business—your brand. NAVTEQ Direct Access ensures today's location-enabled consumers can find that brand, even when you open new locations and close or move existing ones.

NAVTEQ Direct Access can also deliver your logo to our customers, the top manufacturers of GPS-enabled devices and in-vehicle navigation systems. That means your brand icon could appear wherever your locations appear on the NAVTEQ map.

RELY ON THE MAPS THAT ARE DRIVING TODAY'S MOBILE WORLD.

More than one hundred million times each day, somewhere in the world, a consumer turns to a NAVTEQ map.

NAVTEQ maps feature millions of points of interest (POIs), including your location. And research shows a growing number of GPS navigation system users rely on their navigation systems to help them find POIs along their routes.

NAVTEQ Direct Access can help guide them right to your door, right when they're in your neighborhood, right when they're ready to buy.

Visit www.navteq.com/directaccess for more information.

Put your business in front of mobile consumers.

NAVTEQ Direct Access puts your brand on the NAVTEQ map within:

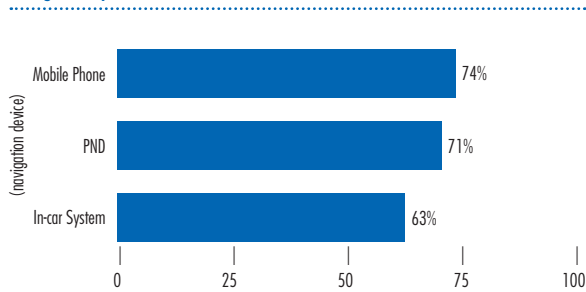
- In-vehicle navigation systems
- Portable navigation devices
- Smart phones
- Internet mapping

Put your brand on the map.

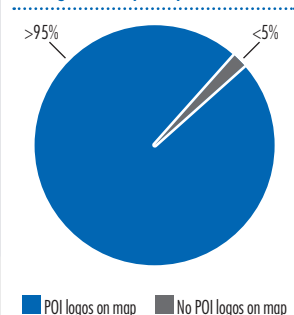
Count on NAVTEQ Direct Access to:

- Reach consumers as they make purchase decisions
- Reinforce your brand equity
- Deliver detailed information about your location (such as a website address)

Navigation system users seek out and drive to listed businesses



POI logos on map are preferred



*Based on GPS-based in-vehicle and portable route guidance devices purchased in the U.S. and Europe since 2000.