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## Telenav Customizes Scout for Cars for the European Automotive Market

### Personalized Navigation, Traffic, and Search Experience Tailored for European Drivers

SUNNYVALE, CA -- (Marketwired) -- 11/11/13 -- Telenav®, Inc. (NASDAQ: TNAV), the leader in personalized navigation, today announced the availability of an updated version of [Scout for Cars](#) designed specifically for European drivers. Scout for Cars allows automakers to offer a personalized and connected in-car navigation system with features and a user interface that is tailored to meet the unique needs and driving habits of European drivers.

Telenav uses data analytics to design the in-car navigation experience, making the most frequently used features accessible with an easy-to-use interface. The personalized dashboard puts commute times, local search, favorite places, and recent trips available in a single touch. Scout also addresses drivers' in-car navigation demands by making it easier to access addresses and places through hands-free voice commands or one-box search, a feature that allows users to enter the entire address or business in one step.

Scout for Cars combines technologies from its embedded, cloud, and mobile products to provide a consistent and personalized experience across the web, phone, and car -- so drivers can use the same search and navigation service no matter where they are. In addition, Scout transfers a route automatically from the car's head unit to the phone for "last mile navigation," providing walking directions as needed to the user's final destination.

"Smartphones have transformed how people use and interact with devices, even the car," said Sal Dhanani, general manager of automotive and co-founder of Telenav. "We have been the leader in personalized navigation for nearly 15 years, so we're able to extend our easy-to-use and familiar navigation experience from the phone to the car."

#### Additional Features and Capabilities:

- Maps and Places: Drivers have access to relevant maps and points of interest (POIs) such as businesses, parks and landmarks
- Real-time Data: Local weather and forecasts, traffic, gas prices, and parking prices and availability
- Companion App: OEMs can use Scout for Phones or their own branded smartphone companion app to bring connectivity and services into the car

Automakers can customize the user interface to align with their own branding depending on the region and target audience. For example, an SUV can have special features like off-road trails. Or, a vehicle targeting younger drivers can include local nightlife information.

Scout for Cars is immediately available for European automakers to begin integrating into vehicles. Founded in 1999, Telenav has experience providing navigation to the automotive and mobile industries in Asia, Europe, North America, and South America.

#### **About Telenav, Inc.**

Telenav's mission is to help make people's lives less stressful, more productive, and more fun when they are on the go. Our personalized navigation services help people make faster and smarter daily decisions about where to go, when to leave, how to get there, and what to do when they arrive.

We aim to be everywhere people need us. Our partners are wireless carriers, automobile manufacturers, app developers, advertisers and advertising agencies. Our carrier and automotive partners include AT&T, Bell Mobility, Boost Mobile, Ford, NII Holdings, QNX Software Systems, Rogers, Sprint, Telcel, T-Mobile U.S., U.S. Cellular, and Vivo Brazil. You can also find us in mobile app stores and on the web at [www.telenav.com](http://www.telenav.com) and [www.scout.me](http://www.scout.me).

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