



Custom Solutions - Honda Case Study

Introduction

Having worked successfully with Honda Motorcycles to develop the worlds first fully integrated navigation device for the Honda Goldwing series. Garmin were approached by Honda Cars to tender for a new Genuine Honda portable navigation accessory.

The Brief

To offer a superior alternative to existing portable navigation system available in high street stores, whilst remaining competitively priced. To design and produce a unique powered, integrated mount for the Honda Civic, C-RV, F-RV, Accord & Jazz models.

The Process

Over an 8 month period, Garmin's renowned Industrial Design team and engineers forged a close working relationship with Honda engineers in Europe, Japan and the US. Development and feedback was provided through a combination of face-to-face meetings and tele/video conferences. In addition to Garmin providing realistic development timelines, both parties were able to manage the demands of their inventory planning and sales & marketing departments by communicating important commercial milestones and new product roadmaps.

The Solution

The end result incorporated a number of existing features from a traditional Garmin mount but housed them in a Honda specific version. The attachment kit included a rubber shoe which allows for the small variances' between the Honda's dash IP's.

A mount attachment plate is then fitted on top of the rubber shoe and a wire harness is passed through the dash IP and rubber shoe to provide power to the unit via the attachment plate. The Honda Compact Navigation units then come with a fully articulated, adjustable arm for fixation to the mount attachment plate. The plate has been fitted with a release button and once the unit has been removed a custom cap fixes over the base plate to hide all evidence of the unit and the connections.

Built into the dashboard the benefits of the custom mount are:

- A stable and safe mount for the unit whilst travelling
- No visible wiring
- Automatic charging of the unit once attached to the mount
- Optimal location for unit on dashboard
- Genuine and tidy look within the dashboard
- Easily attachable / removable
- Once removed only rubber base and cap visible (preventing theft)

This solution began shipping to Honda Accessories (EU) at the end of Q1, 2007 and is now sold in EMEA, North America and South Africa. The Honda customised unit also includes Honda branding on the unit and start-up screen, a pre-loaded database of all Honda dealership locations and extended map coverage.