



Custom Solutions - Volvo Case Study

Introduction

Garmin were delighted when they were invited to work with a car manufacturer with over 70 years of experience, a reputation for meticulous attention to detail and true understanding of Scandinavian design.

The Brief

To offer Volvo drivers an advanced, but simple to use, portable navigation experience that was created for their vehicle while delivering the design style, quality and safety specifications that a Volvo driver would expect from an in-car accessory.

The Process

Early product planning discussion commenced in the spring of 2006 with Garmin's engineering and business development team making regular visits to Gothenburg throughout 2007. This enabled Volvo to offer its dealers Garmin's latest portable device ahead of many large retailers.

It was agreed from an early stage in the development cycle that a 3rd party supplier would be selected by Volvo to manufacture and supply the co-designed Garmin/Volvo smart mount. Volvo developed a harness with supplier contacts and drawings from Garmin, whilst Garmin commenced development of the Volvo nüvi® 760 in parallel with its standard retail version. Finally Garmin utilised its local market distributor Sportsmanship to manage local logistics into the Volvo Gothenburg warehouse and provide day-to-day account management.

The Solution

The customised nuvi launched to the Volvo global dealer network in November 2007 and is offered on all new cars, including the new Volvo XC70. The final solution is a dealer fitted accessory kit that includes the nüvi® 760, the smart mount, along with installation sheets and quick start guides.



The bracket is designed specifically to coordinate with the look and style of the vehicle, and eliminates the need for exposed power cables and suction cup mount typically found on portable navigation devices. The nüvi 760 fits neatly onto the custom-made bracket, offering a quick 'plug and play' solution. Volvo's built-in bracket easily folds down when not in use. The nüvi 760 may also be taken off the mount and moved between different cars.

The system has a number of other benefits:

- Its location on the dashboard has been chosen with care to make sure that the unit doesn't distract the driver's concentration on the road
- The navigator has a fully integrated antenna and a bright colour screen in widescreen format
- It can easily be moved between different cars*
- It also includes an integrated database with Volvo information, including the quickest route to the closest Volvo workshop
- Garmin's newest safety feature, "Where Am I." A single tap on the screen shows drivers their exact latitude and longitude position, the nearest address and intersection, and the closest hospitals, police stations and gas stations.

*Additional accessories are required