

**Press Release, November 22, 2007**

## **u-blox signs Strategic Supplier Contract with Siemens VDO**

Thalwil, Switzerland -- November 22, 2007 -- u-blox AG, the leading Swiss provider of GPS receiver technology, has signed a Strategic Supplier Contract with Siemens VDO Automotive AG, one of the leading automotive suppliers of electronics, opening the door to future collaboration between the companies.

The Strategic Supplier Contract is a framework which regulates the most important contents of a preferred supplier's or a strategic supplier's relationship with Siemens VDO Automotive. This Strategic Supplier Contract facilitates a supplier procuring additional business in particular through increased understanding and specific confirmation/support of Siemens VDO Automotive's requirements<sup>1</sup>.

"We are pleased to have the opportunity to partner with such a significant player in the automotive applications industry," said Karsten Tietz, Vice President Sales EMEA.

### **About u-blox**

u-blox is an international company headquartered in Switzerland, with sales organizations in the Americas, Europe and Asia. Founded in 1997, u-blox develops leading positioning technology, products and services based on Global Navigation Satellite Systems (GNSS), including GPS and Galileo, for the automotive and mobile communications markets. For more information, please visit [www.u-blox.com](http://www.u-blox.com).

### **u-blox Contacts**

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<sup>1</sup> Source: Siemens VDO website. URL:

<http://www.siemensvdo.com/aboutus/suppliers/supplier-guide/03-supplier-selection/03-supplier-selection-sourcing-committee-contracts.htm>