
PressRelease



New µ-blox subsidiary in England

Maidstone, Kent, June 18, 2001 - The Swiss company µ-blox ag is strengthening its presence in the European market. This manufacturer of miniature electronic subsystems for GPS systems and embedded computing has now founded its new subsidiary in England, offering better support in the important European market.

"We are now in a position to better service the European Market by providing more customized services" says Nigel Carter, European Area Sales Manager of the new sales company µ-blox Europe Ltd. responsible for this market area.

"As our home market, Europe is extremely important to us" reports Dr. Claus Habiger, µ-blox board member responsible for marketing and sales. *"Our strategic aim is to be a preferred supplier to the automotive and telecommunication industry. The establishment of µ-blox Europe Ltd. is key to understanding our customer needs even better and to improved response to market changes."*

At the new company headquarters, located in Maidstone, Kent, Nigel Carter is building up his customer service, marketing and sales support team. *"We are well placed with our experience and knowledge to give our customers and distributors premium support. This is the level of support expected and demanded by our customers however small or large."*

µ-blox was founded in 1997 when they launched the world's smallest GPS receiver. This was followed by large orders from mobile telephone manufacturers and automobile suppliers. In connection with the Swiss energy tax on commercial vehicles (LSVA), µ-blox was awarded a contract for GPS receivers as a key technology in electronic detection systems. In November 2000 came another important milestone: at the Elektronica trade fair in Munich µ-blox presented the world's smallest embedded computer with minimal power consumption.

With 40 employees, µ-blox sales for 2000 reached almost CHF 20 million worldwide. *"The European market share of our overall business will grow significantly in the future based on continuing innovation and product development"* emphasizes Nigel Carter.

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