

INGENIOUS IDEAS

DEPARTMENT

Navigating The Road Of Life

(NAPSA)—As technology marches forward and new consumer gadgets continue to emerge, auto manufacturers have picked up the pace by providing customers with the latest and greatest devices inside their vehicle. This is a good thing, since a recent J.D. Power & Associates consumer study ranked interior comfort as the second-most important factor in choosing a vehicle. With roads more congested and drivers spending a larger amount of time stuck behind the wheel, car buyers are now looking for amenities that make their drive more enjoyable and help simplify their daily routine.

Recognizing this trend, manufacturers have started integrating more entertainment and communication features into their vehicles as standard equipment. Bluetooth technology, satellite radio and iPod ports are transforming vehicles into mobile technology centers designed to assist and entertain drivers at each step of their journey. And while many of these features initially were available only in high-end vehicles, a number of advanced technologies are finding their way to vehicles with a lower price point.

An example is navigation. Once the exclusive domain of luxury vehicles, in-dash navigation systems quickly are becoming the next “must-have” amenity.

“Research continues to show that drivers are looking for interior



The 2009 Suzuki SX4 comes standard with navigation for less than \$16,000.

upgrades that enhance their driving experience,” said Steve Younan, Suzuki Auto director of product planning. “That’s why Suzuki decided to include standard navigation in the 2009 Suzuki SX4, making it the only new vehicle priced under \$16,000 to include navigation as standard equipment.”

The car company based its decision to include standard navigation on feedback from current SX4 owners regarding their most desired features in their next vehicle purchase. The SX4’s fully integrated navigation system includes a flip-up, 4.3-inch touch screen display, MP3 player, Bluetooth hands-free calling technology and a number of available MSN Direct-enabled features, including real-time traffic, weather forecasts, local event listings and a gas station finder capable of locating the lowest-priced fuel in town.

For more information on navigation, visit www.suzuki.com.