



**PARROT®**

## *Parrot and Halfords encourage drivers to go wireless and stay legal*

**Paris, France (15 February 2007)** - Parrot, one of the world leaders in wireless technology around the mobile phone, and Halfords, the UK's leading auto, leisure and cycling products retailer, have signed a deal to help motorists comply with the Government's legislation changes on mobile phone use on the road. With Parrot and Halfords, taking that unexpected call from a client or home can now be hands free for less than £100, avoiding the headache of a £60 fine and 3 penalty points.

Motorists wanting to stay legal when the legislation changes (27<sup>th</sup> February), from just a £30 fine to a £60 fine and three penalty points, can purchase Parrot's *Bluetooth®* hands-free in-car kits from Halfords' stores nationwide.

An exclusive offer from Halfords combines the Parrot CK3000-EVOLUTION with FREE professional installation from just £99.99\*. The Parrot range at Halfords includes the campaign leading Parrot CK3000-EVOLUTION, the Parrot 3200LS-COLOUR, the soon to arrive music hands-free kit the Parrot MK6000 and the award winning portable Parrot MINIKIT. All products are universally compatible with all mobile phone brands and provide crystal clear sound via the car stereo.

Chris Roberts, Parrot Director for Sales in the UK said: "Through our partnership with Halfords, we are offering drivers, who are increasingly concerned about their safety, comfort and complying with the legislation, a fully fitted professional solution to meet their needs and expectations."

A major national advertising campaign launching on 15<sup>th</sup> February 2007 will support the partnership - across radio, press and online. Radio will be delivered through Virgin and Century FM, via on air competitions and DJ product features, providing a concentrated on-air presence for the brands in the weeks leading up to the law revision and thereafter. This will be supported by press advertising in What Car and Auto Express and a dedicated online microsite at [www.drivehandsfree.co.uk](http://www.drivehandsfree.co.uk).

The co-branding communications campaign aims to fulfill two strategic objectives for Parrot; facilitating the listing of its wireless car-kit products in Halfords stores and developing sales by focusing primarily on helping motorists to stay legal following the key revision to the current road traffic act.

### **ABOUT PARROT**

Founded in 1994, Parrot has rapidly established itself as a pivotal global player for wireless mobile telephone accessories. Drawing on its tried-and-tested expertise on voice recognition and signal processing technologies, Parrot was one of the very first companies to produce *Bluetooth®*-based wireless hands free car kits, having identified this standard's vast potential as early as 1999. In 2006, Parrot sold about 3 million units.

Determined to accompany the wireless peripherals' irresistible breakthrough into our day-to-day lives, Parrot has been developing since 2006 a new wireless range of sound and image products.

Today, Parrot truly has a major international focus: 90,5% of its sales are generated outside of France, and a large percentage of its production is outsourced to carefully selected partners, enabling it to achieve the best possible level of quality and responsiveness. Parrot is now particularly well positioned to capitalize on the bright future opening up for mobile telephone devices.

Parrot has achieved strong growth in its consolidated revenues, up from 80.9 million euros pro forma in 2005 to 166.9 million euros in 2006.

[www.parrotcorp.com](http://www.parrotcorp.com)

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