



## New Hyundai & Kia models offer innovative Parrot connectivity solution for both mass-market customers and sports drivers

Paris, February 25<sup>th</sup> 2009 - 17h40 CET – **Parrot, leader in wireless mobile telephony devices, announced today that it is supplying its hands-free technology in automotive multimedia connectivity to two new vehicles in the Hyundai and Kia ranges: the new top-of-the-line Genesis Coupe and the mass-market Kia Soul**

This comes as a result of continued collaboration between Parrot and the Hyundai Kia Automotive Group. Today, these new vehicles open new horizons for this collaboration as the Genesis Coupe tops the Hyundai range and the Kia Soul is a new reference in urban vehicles. Both models are aimed at the North American markets.



Hyundai Genesis Coupe



Kia Soul



This user-friendly Bluetooth® hands-free solution is a premiere for Parrot OEM as it is the first to implement Parrot's Speaker -Independent Voice Recognition solution. To place a hands-free phone call via Bluetooth, customers simply speak their contact's name, with no need to record voice tags or browse their phonebooks.

This solution is available in three languages, English, French and Spanish.



*"Parrot Automotive Connectivity implies best-in-class integration and easy-to-use features. With the implementation of Speaker-Independent Voice Recognition, Parrot enhances existing features such as Bluetooth telephony and media player functions for car entertainment in an all-in-one connectivity solution (CK5050+)"* said Eric Riyahi, OEM Executive Director at Parrot.

### About PARROT

Parrot, a global leader in wireless devices for mobile phones, stands on the cutting edge of innovation. The company was founded in 1994 by Henri Seydoux as part of his determination to drive the inevitable breakthrough of mobile phones into everyday life by creating high-quality, user-friendly wireless devices for easy living. Parrot has developed the most extensive range of hands-free kits on the market for cars, motorbikes and scooters, including wireless multimedia products geared towards audiovisual applications. In 2008, Parrot launched a new prestige line of high-end products bearing the hallmark of renowned artists.

Parrot, headquartered in Paris, currently employs 500 people worldwide and generates 85% of its sales overseas. Parrot is listed on NYSE Euronext Paris since 2006.

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

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