

Car & General appointed Garmin distributor for East Africa

Garmin sub-Saharan Africa has announced the appointment of Car & General as an East African distributor. Car & General have a long-standing presence in the East Africa region, distributing brands across 11 East Africa countries.

"We are pleased to announce this partnership and we welcome Car & General into the Garmin family," said Walter Mech, MD of Garmin sub-Saharan Africa. "This partnership will strengthen Garmin's presence in this rapidly growing region and we look forward to supporting our partners and customers in East Africa closely."

The GPS solutions for East Africa include outdoor hand-held devices that offer the features and functionalities required in farming, mining, surveying, sustainable fishing, wildlife conservation and more. All Garmin Outdoor devices have highly sensitive built-in GPS receivers, with specially developed functions and planning tools to mark waypoints. Garmin has the right GPS Outdoor tool for this market that will assist customers in marking and laying out farm boundaries, planting and harvesting crops, recording the best fishing spots, or as a security tool for poaching.

Bluetooth feature

Garmin also offers automotive solutions for safe, reliable navigation for on the road. The nuvi device has a built-in GPS receiver, preloaded with up-to-date maps with over 204,000 kilometres of road coverage in Tanzania, Kenya, Uganda, Rwanda and Burundi. With turn-by-turn directions and spoken street names, nuvi has over 45,000 points of interest, to find the nearest petrol station, favourite shopping centre or restaurant, and closest cash machine. The Bluetooth feature allows consumers to pair their mobile phones with the nuvi device in the car, allowing them hands-free communication while driving.

"The focus on East Africa will undoubtedly bring more emphasis onto the map itself and will allow for interaction at a country level to understand the user requirements. Automotive, outdoor and marine products have an important role as infrastructure in Africa expands," stated Mech.

Garmin's extension into East Africa is essentially to create a situation that, no matter where you go, you'll have the latest navigational technology at your fingertips, coupled with a world-class support and warranty infrastructure for consumers.