

The NCC Announces New Goodyear-branded Commercial Vehicle GPS Navigation System at SEMA 2008

Commercial Vehicle Unit First Complete Portable GPS Solution for Truckers

2008 SEMA Show

Tuesday, November 3, 2008 | LAS VEGAS – The NCC, a leading manufacturer of consumer electrical devices, announced today development of a Goodyear-branded commercial vehicle GPS.

The unit for CDL drivers, GY500X, will be targeted specifically at the trucking industry and drivers of other commercial vehicles, such as commercial vans, trailers, and large RVs and motor homes. More than just a GPS with “commercial mode”, the unit will be designed from the ground up to appeal to the needs of the trucker.

Key features of the GY500X will include:

- Up-to-date Commercial Routes
- Height Restrictions
- Vehicle Weight Restrictions and Weight per Axle Restrictions
- Hazardous Materials restrictions
- 4.3” widescreen touch display
- Bluetooth connectivity for hands-free conversation
- FM Transmitter for car stereo integration
- Points of Interest specific for Commercial Vehicle Drivers, including weigh stations, truck stops, and diesel gas locations

The unit will also provide commercial trucking-specific routes based on factors the driver can input, including vehicle height, vehicle weight, and freight contents. Given these parameters, the unit can provide a targeted route that highlights weigh stations and avoids restricted roads.

“Right now the commercial trucking industry lacks a true portable navigation solution for their needs,” said Barry Rosenstock, VP of Operations for the NCC. “Truckers have to resort to using laptop computers with specialized software, or a portable GPS that only does half the job. We’re bringing a solution that knows truck-specific speed limits, identifies weigh stations, even calls out roads that certain chemical carriers can’t travel on so that our country’s commercial drivers can more efficiently move from one city to the next.”

SEMA will be the first time the public can see a working prototype sample of the commercial driver model. The NCC plans to have these units ready for distribution to retail stores for purchase in the first quarter of 2009.

About The NCC

Founded in 1998 in Brooklyn, NY, the NCC has quickly become a market leader in holiday electrical accessories, and in 2005 expanded into everyday electrical. The company prides itself on product innovation, and has been praised by retailers nationwide for taking an innovative approach to product development and merchandising. In 2008, the NCC debuted its first line of global positioning devices (GPS), officially licensed by Goodyear, at the Consumer Electronics Show.

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