



**PARROT®**

**halfords**

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

**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.

For more information on the Parrot in-car hands free product range, please go to [www.parrot.com](http://www.parrot.com)

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**\*Some car models may require additional parts**

**Parrot's advanced hands-free car kit product range includes:**

**[Parrot CK3000 EVOLUTION](#)**



Parrot CK3000 EVOLUTION announces the second generation of car kits. This tiny hands-free car kit associates ease of use and the convenience of voice recognition and outstanding sound quality by using your car's sound system as a receiver and even the possibility of consulting your voicemail.

■ **Parrot 3200 LS-COLOUR**



*Bluetooth*<sup>®</sup> hands-free car kit with a colour TFT LCD 262,144 colours. Caller ID photo display, hi-fi ringtones, colour wallpapers. Mobile phone book synchronization. Voice recognition for easy dialing

■ **Parrot MK6000**



The Parrot MK6000 is a music-dedicated *Bluetooth*<sup>®</sup> hands-free kit capable of playing the MP3 files stored on your mobile phone or MP3 player.

Voice synthesis of the names (contacts) is also implemented in this kit to provide quick access to your contacts' numbers. This kit connects to your vehicle's audio system and provides the hands-free features that you expect from Parrot.

■ **Parrot 3400 LS-GPS**



*Bluetooth*<sup>®</sup> hands-free car kit with a colour TFT LCD 262,144 colours and built-in GPS antenna. Caller ID photo display, hi-fi ringtones, colour wallpapers. Mobile phone book synchronization. Voice recognition for easy dialing.

### ■ Parrot CK3100 LCD



The Parrot CK3100 LCD and its LCD console provide drivers with visual information and functions that they routinely use from their personal phone.

A best-seller in handsfree car kits.

### ■ Parrot CK3300 GPS

With its quality built-in GPS receiver, the Parrot CK3300 GPS adds the navigation functions to the Parrot CK3100 LCD hands-free features. Navigation software providers such as TomTom, WayFinder, or Navigon provide data that can be used with all Smartphone or PDA.

For details on the full range of in-car hands free solutions and consumer electronic products from Parrot, please visit [www.parrot.com](http://www.parrot.com)

### **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) Euronext Paris – Eurolist, Compartiment B : FR0004038263 – PARRO

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