



## Press release

Stockholm, Sweden, June 1, 2009

### **Telenor Connexion deepens its involvement in Telematics Valley**

**Dan Mårtensson of Telenor Connexion has been voted new member of the board of Telematics Valley, one of the world leading associations in Telematics.**

At the Annual General Meeting on May 19<sup>th</sup> Telematics Valley, one of the world leading associations in telematics, voted Dan Mårtensson, CMO & VP Automotive of Telenor Connexion as a new member of the board.

Telematics Valley was founded in 2001 to stimulate the development of the telematics market and to help members create partnerships as well as find business opportunities.

In line with Telenor Connexion's focus on telematics and M2M, the company now deepens its commitment further by creating an even closer relationship with the 50 members of the Telematics Valley, thereby strengthening its market position.

- Telematics Valley provides not only a forum for the exchange of content and ideas but also gives us an opportunity to identify new business. Amongst its members are several excellent partners with well advanced solutions and services, says Dan Mårtensson, CMO & VP Automotive of Telenor Connexion.

- Telematics Valley sees Telenor Connexion as a key member who has been a forerunner to find solutions and business models to suit new audiences in need of telematics services. In addition, it is important for our organization to get an experienced operator on the board, says Per Adamson chairman of the Telematics Board and Director at Volvo Trucks Corporation.

Telenor Connexion will arrange a seminar in Stockholm together with Telematics Valley later this fall.



**For more information, please contact:**

Jan Unander, Executive Director, Telematics Valley  
jan@telematicsvalley.org, +46 31 22 41 39 or +46 709 756 170

Kristina Grandin, PR and Communication, Telenor Connexion  
kristina.grandin@telenor.com, +46 734 25 26 21

**About Telematics Valley**

Telematics Valley, *one of the world leading associations in Telematics*, supports and strengthens the development of business and technology and is a catalyzer for the creation of business opportunities. *Telematics Valley is a non-profit organisation that exists to help improve members' opportunities and also exploit the region as a premier telematics development cluster. This is achieved by a vast array of targeted objectives such as attracting further competences and actors into the region as well as inviting European telematics; encouraging collaboration; stimulating debate and knowledge; working closely with academia, R&D and test facilities; attracting investment; and generating more jobs.* *Telematics Valley seeks to promote the use of telematics to benefit all users in the automotive and transport sector. Bringing together the mix of private and public sector, together with academia, allows for Telematics Valley to provide a forum for the opportunity to share and exchange ideas and information. For more information please visit [www.telematicsvalley.org](http://www.telematicsvalley.org)*

**About Telenor Connexion**

*Telenor Connexion is a leading global provider of M2M connectivity solutions. Machine-to-machine (M2M) communication is a rapidly expanding market. Companies in industries as diverse as automotive, security, utilities and fleet management are implementing M2M solutions to achieve productivity gains, cost management, environmental improvement and to expand customer services. With more than 10 years of experience and over 1,3 million active SIM-cards Telenor Connexion is an experienced and reliable partner. We are dedicated to our customers' business and understand their needs. Telenor Connexion has provided international, cost-effective M2M communication solutions to a number of global customers such as Volvo, Daimler and Securitas Direct. According to leading industry analyst Bergh Insight Telenor is "the most advanced mobile operator in the area of M2M" and also "the dominant provider of wireless M2M connectivity". Telenor Connexion is wholly owned by Telenor Group, an international provider of high quality mobile communications services to customers in 12 markets across Asia and Europe. For more information please visit [www.telenorconnexion.com](http://www.telenorconnexion.com)*