



PARROT NEWS – August 2009

Digital Logistics Group Limited and Parrot S.A. Launches Parrot 'Certified' Installer Program to Support Mobile Phone, Consumer Electronic and Automotive Parts Retailers in New Zealand.

This new program being marketed as the Parrot 'Certified' Installer Program will provide authorized Parrot retailers a variety of selling tools, installation support, POS materials and promotion programs. This will ensure retailers sales efforts selling Parrot hardwired car kits is an easy process that enables sales staff to sell Parrot hands-free solutions with confidence.

A significant selling advantage of the Parrot 'Certified' program is that the end user receives a comprehensive 3 year warranty on both installation and product from date of installation. If installed by a non 'Certified' installer the product is only backed by the standard 12 months warranty.

All Parrot 'Certified' installers will be using the plug and play harness system to ensure the customers vehicle is left intact with its factory wiring, as long as it hasn't been modified by previous installations. This procedure will ensure a fast and efficient installation with minimum cause for something to go wrong in the future compared with installations where wires are cut and joined.

The Parrot plug and play procedure also leaves the vehicle intact for future car kit installations/removals and is a major advantage when working with lease vehicles where damage can be a costly problem for the vehicle user if things are not done correctly in the first instance.

There is a nationwide toll free customer service number available for the Parrot 'Certified' program (0800 GO HANDS FREE) as well an online installation booking service www.gohandsfree.co.nz

With the pending law changes ahead of us and although the current selling environment is challenging, we believe Mobile Phone retailers have a great opportunity to sell Parrot hands-free solutions as the market is demanding quality European designed and engineered Bluetooth products.

Parrot products offer market leading features such as automatic phone book synchronisation, text to speech voice dialling and music integration for portable media players such as iPod, iPhone, USB Flash, SD Card, MP3 and A2DP Audio Streaming Via Bluetooth. Furthermore, customers have peace-of-mind knowing that Parrot products are future-proofed by the ability to upgrade software easily via the internet ensuring that Parrot products work with technology of the future.

The passing of hands-free laws and with more new vehicles already factory equipped with Bluetooth hands-free solutions, has dramatically increased consumer awareness of the requirement for hands-free and creates a great opportunity for increased sales of Parrot hands-free solutions when they are properly presented, sold and installed.



ARRANGING YOUR CAR KIT INSTALLATION IS AS EASY AS

- 1 CHOOSE THE PARROT HANDS FREE CAR KIT THAT BEST SUITS YOUR REQUIREMENTS!**
- 2 CALL '0800 GO HANDS FREE' TO ARRANGE FOR YOUR LOCAL PARROT 'CERTIFIED' INSTALLATION!**
- 3 DRIVE SAFE WITH BOTH HANDS ON THE WHEEL KNOWING YOU HAVE A PARROT 'CERTIFIED' 3 YEAR WARRANTY ON BOTH PRODUCTS & INSTALL!**

ALL PARROT 'CERTIFIED' INSTALLATIONS ARE BACKED WITH OUR EXCLUSIVE 3 YEAR WARRANTY COVERING BOTH INSTALLATION AND PRODUCT (NORMALLY 1 YEAR IF INSTALLED ELSE WHERE).

PARROT 'CERTIFIED' INSTALLATIONS USE OUR PLUG & PLAY HARNESS SYSTEM, NO NEED TO DESTROY YOUR VEHICLES WIRING AND ALL AUDIO FROM THE CAR KIT IS HEARD CRYSTAL CLEAR THROUGH THE FACTORY CAR STEREO SPEAKERS!

NORMAL NON AMPLIFIED AUDIO INSTALLATIONS START AT \$150.00 AND AMPLIFIED AUDIO SYSTEM INSTALLATIONS START AT \$250.00 (SOME HIGH END SYSTEMS MAY REQUIRE ADDITIONAL COMPONENTS). FOR A FIRM QUOTATION CONTACT YOUR LOCAL PARROT CERTIFIED INSTALLER OR CALL 0800 GO HANDS FREE!



We install the Worlds best Hands-Free Car Kits!



PARROT MKI SERIES CAR KITS INTEGRATE



The Parrot Certified Installer is a trained technician who brings a high level of expertise and commitment to the installation of your car kit.

FOR PROMPT SERVICE FROM YOUR LOCAL PARROT CERTIFIED INSTALLER CALL TODAY!

0800 GO HANDS FREE

OR BOOK YOUR INSTALLATION ONLINE AT WWW.GOHANDSFREE.CO.NZ