



Market

As the world's leading producer of satellite navigation devices, Garmin covers all the markets requiring reliable and quality GPS devices. In all the navigation segments covered by Garmin, i.e. road navigation, sea navigation, leisure, sports and aviation, this American producer offers only the best and is positioned as the premium brand. Considering the fact that most of the said market pertains to consumer electronics, achieving such a high market share is only possible with exceptional devotion to quality, innovation, the sales network and top technical support, as well as the after-sales customer service.

Garmin has been present since 2000 at both markets, Croatian and other markets of the region through the agency of its representative, the company Navigo sistem d.o.o. which takes care of sales, marketing and support and, among other, also develops also its own detailed road and topographic map of the countries of the region intended for use in Garmin GPS devices.

Achievements

Garmin is the most renowned satellite navigation brand both in the world and in Croatia, and its key to success is investment into innovations, recognizing customers' needs and constant striving to adapt to the problem and improve the solutions. That is why its engineers are

present in the air, at sea, in cars, in the woods and all other situations where devices can be tested and better navigation solutions can be found. Garmin's products have been regularly nominated for innovations at all prestigious fairs in the world (CES Las Vegas, CeBIT, METS, IFA, etc.), and the list of awards is too extensive for this article.

History

The company Garmin was established by persons we can call pioneers of GPS navigation. Those are Garry Burrell and Dr. Min Kao. The former is a brilliant engineer and the other is a scientist included in the very process of producing the satellite navigation system. The company was established in 1989 in the city of Olathe in the state of Kansas, USA. The purpose remained the same until this day and it is very simple – create navigation and communication devices which will facilitate and enhance the lives of their users. Today, Garmin represents a global company with offices in America, Europe and Asia, several factories and about 8,500 employees throughout the world.

Product

Production in Garmin is quite the example of vertical integration. All the devices are conceptualised, designed and produced in-house which enables uninterrupted flow of information between engineers,

designers, programmers, artists, writers and testing experts. This production method provides the users absolutely top-quality products in each market segment. Due to the fact they combine technologies of all the segments (road-sea-air) in navigation, Garmin devices are always setting standards.

In sea navigation, Garmin offers GPS plotters, fishfinders, radars, autopilots, communication devices and nautical cartography for yachts, as well as small-size boats both for professional and amateur use. Many world yacht, boat and shipyards install Garmin navigation equipment as a standard. It should be mentioned that this trend is also present in Croatia so the renowned names of Croatian small-size shipyards are increasingly deciding on Garmin navigation equipment.

In road navigation, where competition is the strongest, the market is offered a very wide range of devices from which every user can choose the suitable one, deciding on the functions according to his or her own wishes. Regardless of the wide offer of models, all of them meet the standards of a premium brand so every Garmin device is recognized "at first touch".

Garmin is the greatest producer of navigation and communication devices for the general aviation market as well. Many famous airplane types install these devices as standard equipment. Special care is given to testing these devices because apart from being required to meet strict FAA standards, the air certainly does not leave room for any mistakes.

The so-called outdoor market is composed of all the users whose professions and/or leisure time are related to on-site work and the nature. Numerous surveyors, rangers, agronomists, as well as mountaineers, mushroom pickers, beekeepers and explorers who roam the nature on a daily basis appreciate Garmin's handheld GPS devices which reliably show them the way and return them home.





The sports segment is the newest in relation to the above markets. The modern speed of life leaves less and less space for physical activity. Garmin realized this on time and started making devices for runners, cyclists, triathlon racers, be they professional or only recreational sportspeople. Their common goal is to achieve maximum result as soon as possible with the possibility of measuring it. Garmin fitness devices record every training session with the possibility of wireless transmission and data analysis on a personal computer.

Recent Developments

Implementation and merging of new technologies with GPS devices has marked the previous years, and will as well mark the upcoming years. The last generation of devices, besides being advanced in the very navigation by using 3D views, photos, and special route calculations, also started containing other devices which formerly came in separate cases. The matter at hand are GSM phones, digital cameras, digital TV sets and motor diagnostics. Today all these technologies are built into the GPS device providing the user with a multifunctional device which takes care of navigation, fun while driving as well as communication and road safety.

Promotion

The promotion of the Garmin brand follows the trends of promotion in Europe with an adjustment to the Croatian market. The basic message is that Garmin is a specialist for satellite navigation which distinguishes it from the other producers of GPS devices which basic activity is other consumer electronics while GPS devices only supplement their offers. Another important issue is the integration of knowledge through the segments (functions from road navigation applied in sea navigation, etc.) and the multifunctional devices offered to the user for the specific "lifestyle" of the modern times in which one device can meet the needs in numerous activities which is extremely important for the users.

In the first years of its business, Navigo sistem primarily had to realize its promotion through the education of the market and creation of demand. In

2000, most of the target market was unaware of the advantages of satellite navigation, nor of how the devices operated. Numerous articles and presentations brought the GPS devices closer to the users outside the services which used satellite navigation as mandatory work equipment. The satellite navigation device started to be promoted as an important contribution to pleasure, independence and safety on the road, in the nature or at sea.

In 2001, Navigo sistem started working on the first detailed road map of Croatia and later also on the region map – AdriaROUTE. Very soon, the road map was supplemented with the topographic map AdriaTOPO. With the nautical map produced by Garmin and AdriaROUTE and AdriaTOPO, Garmin GPS became the only device with a detailed cartography of Croatia on the road, at sea or in the mountains.

After the prices of the satellite navigation devices fell, Garmin did not forget its users who wished only the best, and so it differentiated its products in order to meet all market categories while keeping at the same time high quality without exception.

The promotion includes all the media, bearing in mind the differences between the segments. When it comes to sea navigation, Garmin is presented at every nautical fair, while the promotion of road and handy devices certainly includes many comparative tests in which it is regularly recognized as a brand which sets the standards.

Unlike many other brands which can boast innovation in high technology, Garmin supplements quality and reliability with exceptional simplicity of use which bonds the user permanently with this brand.

Recently, when sports and training devices were launched, Garmin came out as the sponsor of sportspeople who find this device to be of great help in achieving maximum results – triathlon, biathlon, marathon, sea navigation, etc.

Brand Values

The Garmin brand values are recognized through the slogans which changed and developed over time but always meant the same – "We will take you there...be guided by Garmin", "Don't just get there, arrive," and "Arrive happy", and, finally, after the acknowledgment of the leading position in the world and the celebration of the company's 20th anniversary, "Follow the leader." Garmin's message is "Follow me and I will show you the way and safely return you home."

From choosing the type of navigation (car, bicycle, pedestrian) to the possibility of getting the accurate coordinates and addresses of all the closest emergency services at one touch of the screen, Garmin will help the user to travel or move through the nature more safely and carefree. Shall we admit that our quality of life increases if we know the address of the closest Japanese restaurant? Maybe not, but we certainly

will if we know the way to the closest hospital when our child is ill.

If you come on time to a meeting in an unfamiliar city or to a restaurant in the pedestrian zone, you will feel relieved, satisfied and carry on with your day with a smile on your face. The happiness of the runners on the throne and the day-dreaming of the boat owner looking at the Garmin-derived image of the most beautiful bay on the island and the safe sea route to the next precious moment with his family is what drives Garmin's research team.

Explore, travel, train – this is Garmin's message – our devices will help you with that. Although this is a new technology, once it comes into your life, it will become its indispensable part.

www.navigo-sistem.hr



THINGS YOU DIDN'T KNOW ABOUT...

Garmin

- The company's first name was – PRONAV.
- The name Garmin is composed of the first letters of the names of its founders (GARry Burel – MIN Kao).
- The first Garmin device was called GPS 100 and it was primarily intended for use in airplanes; however, it was also used on ships, as well as for surveying and military purposes.
- Today, Garmin's factories produce about 80,000 devices a day.

