

Press Release

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Microsoft Builds On Its Automotive Vision at CES

Microsoft partners unveil the next generation of in-car innovation based on the Microsoft Auto platform.

- Fiat Group Automobiles will unveil the multiple award-winning Fiat 500 for the first time in the US with Blue&Me Map™, developed by Fiat Group Automobiles and Magneti Marelli based on the successful “Blue&Me” telematic platform.
- Alfa Romeo will unveil the Alfa Romeo Spider with the award-winning Blue&Me Nav™.
- Fiat Group Automobiles’ Blue&Me is an award-winning technology platform, developed by Fiat Group Automobiles and Microsoft and given its worldwide premiere in March 2006 at the Geneva MotorShow. In 18 months the platform has spawned three further variations to cater for navigation (Nav and Map) and the environment (EcoDrive).
- Fiat and Magneti Marelli as manufacturers of the “Blue&Me” systems will show the latest market roll-out, Blue&Me Map, a PND integrated solution available in the new Fiat 500.
- Continental, the third-largest supplier of automotive electronics and telematics, will show its next-generation visual navigation concepts.
- In the United States, Ford will demonstrate Sync, its fully integrated, voice-activated in-car communications and entertainment system for mobile phones and digital music players, which was launched in September. At 2008 International CES, Sync will include 911 Assist, a new feature that will help quickly connect vehicle occupants to local 911 authorities in the event of an airbag deployment.

LAS VEGAS — 7 Jan 2008 — At the 2008 International CES in Las Vegas, Microsoft Corp in conjunction with Fiat Group Automobiles, Magneti Marelli, Continental AG and Ford Motor Co will unveil the next generation of in-car technology based on the Microsoft Auto platform.

Following last year’s announcement of Microsoft’s partnership with Ford, Microsoft Auto will be at stand CP14 to unveil its work with global car makers and OEMs including these:

- Fiat, Microsoft’s first partner in the automotive industry, will have its first US showing of the award-winning Fiat 500, which will also come with Blue&Me Map, a bespoke PND navigation device based on the Blue&Me platform. Jointly developed by Magneti Marelli and Fiat Group Automobiles, Blue&Me enables the seamless connection, integration and operation of a wide range of mass storage devices and mobile phones via either through the multifunction buttons on the steering wheel or the driver’s voice commands.
- Fiat will unveil the EcoDrive concept, a Blue&Me-based system that enables drivers to minimize their impact on the environment by collecting data through Blue&Me’s USB gate and allows them to measure and compare their CO2 emissions via a web-based software solution.

- Alfa Romeo Automobiles will display the iconic Spider roadster with the award winning Blue&Me Nav, a simple and intuitive graphical voice-controlled navigation system integrated into Blue&Me with a hands-free Bluetooth interface and advanced voice recognition.
- Continental will display its next-generation visual navigation technology based on Microsoft Auto, following its recent agreement to partner with Microsoft to develop in-vehicle communication, information, entertainment and navigation products.
- In the United States, Ford Motor Co and Microsoft will announce the award-winning Ford Sync in-car connectivity system that will feature expanded functionality beginning with the launch of 2009 model year Ford, Lincoln and Mercury vehicles, including a 911 Assist service that will connect vehicle occupants to 911 services in the case of an airbag deployment.

Through its collaboration with Microsoft, Continental will demonstrate a new generation of automotive infotainment systems that include navigation, high-end multimedia units and interfaces that will connect multiple portable electronic entertainment devices, based on the Microsoft Auto platform. This will allow Continental to fully concentrate on its key competences of system design, vehicle integration, driver assistance systems and safety systems.

“By cooperating with Microsoft, we will be able to incorporate the rapidly changing trends in consumer electronics into the world of automotive electronics in an innovative way,” said Helmut Matschi, vice president of Interior Electronics & Infotainment at Continental. “Working together, we will make both current and future multimedia and infotainment solutions, some of which are still under development, available to current vehicle generations.”

“We are particularly proud to show our leading technology of Blue&Me to the US public, with two very appealing models of our range, such as the Alfa Romeo Spider and the Fiat 500,” said Giuseppe Bonollo, vice president of Product Portfolio Management at Fiat Group Automobiles. “Blue&Me has allowed us to deliver real value to our European customers and further enrich their driving experience.”

“By innovating on the Microsoft Auto platform, both carmakers and after-market device makers can bring the future of in-car technology to customers now,” said Carmelo Morgano, director, Europe for Microsoft Auto. “The consumer expects this level of connectivity and innovation in a seamless way. Fiat has already seen tremendous attach rates on cars with the Blue&Me option since 2006.”

About FIAT Group Automobiles

Fiat built its first car in 1899. Approximately 90 million cars and light commercial vehicles have been produced since that date. Many of its models have marked important milestones in motoring history.

The Sector produces and sells vehicles under the Fiat, Alfa Romeo, Lancia and Abarth brands and light commercial vehicles under the Fiat Professional brand. Each brand has a specific identity with defined, recognized characteristics, and applies distinct commercial and market policies. Fiat is known for its creativity, versatility and practicality. Lancia features an elite and exclusive line of models. Alfa Romeo combines sportiness, technology and elegance in a unique design. Abarth is the answer to the quest for sporty versions and Fiat Professional's light commercial vehicles are a reference point for easier, more productive and gratifying working experiences. Fiat Group Automobiles comprises five companies: Fiat Automobiles, Alfa Romeo Automobiles, Lancia Automobiles, Abarth & C and Fiat Light Commercial Vehicles. All these companies are 100% owned by Fiat Group Automobiles S.p.A. Fiat Group Automobiles is part of Fiat Group.

About Magneti Marelli

Magneti Marelli, part of Fiat Group, designs and produces high-tech components and systems for motor vehicles. With its 45 production facilities (55 production units), 9 R&D centres and 27 application centres in 16 countries, 25,000 employees and total turnover of 4.5 billion Euros in 2006, the group is a supplier to all the major car-makers in Europe, North and South America and the Far East. The business areas include: Powertrain - Suspension systems and Shock absorbers - Lighting - Electronic systems - Exhaust systems - Aftermarket Parts & Services - Motorsport.

For more information, visit: www.fiatgroup.com; www.fiatgroupautomobilespress.com; www.fiat.com; www.alfaromeo.com.

Microsoft Automotive Business Unit

The Microsoft Automotive Business Unit is a dedicated partner to the auto industry, providing innovative technologies and flexible software platforms to help deliver simple, more reliable and cost-effective in-car infotainment systems. Developed closely with automakers and automotive suppliers, the award-winning Microsoft Auto and Windows Automotive software platforms connect drivers with a wide range of devices, services and technology while on the go, including hands-free communication, mobile device integration, customized navigation and high-fidelity digital entertainment. More information can be found at <http://www.microsoft.com/windowsautomotive/default.mspx>.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

About Microsoft EMEA (Europe, Middle East and Africa)

Microsoft has operated in EMEA since 1982. In the region Microsoft employs more than 13,000 people in 60 subsidiaries, delivering products and services in 138 countries and territories.

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