

Company Growth

Garmin Appoints C&G Distributor for East Africa



Garmin Sub-Saharan Africa is pleased to announce the appointment of Car & General as an East African distributor. Car & General were appointed as field specialists, who can provide the quality support Garmin clients have become accustomed to around the world.

“We are pleased to announce this partnership and we welcome Car & General into the Garmin family,” said Walter Mech, Managing Director, Garmin Sub-Saharan Africa. “This partnership will strengthen Garmin's presence in this rapidly growing region and we look forward to closely supporting our partners and customers in East Africa.”

Since its inception in 1989, Garmin has delivered over 100 million GPS enabled devices – far more than any other navigation provider. Garmin is the global leader in satellite navigation, having developed innovative products and established a leadership position in each of the markets it serves, including automotive and mobile, aviation, marine, fitness and sports, and outdoor recreation.

The GPS solutions for East Africa include outdoor handheld devices that offer the features and functionalities required in farming, mining, surveying, sustainable fishing, wildlife conservation and more. All Garmin Outdoor devices have highly sensitive built-in GPS receivers, with specially developed functions and planning tools to mark waypoints. Garmin has the right GPS Outdoor tool for this market that will assist customers in marking and laying out farm boundaries, planting and harvesting crops, recording the best fishing spots, or as a security tool for poaching.

Garmin also offers Automotive solutions for safe, reliable navigation for on the road. The nuvi device has a built-in GPS receiver, preloaded with up-to-date maps with over 204,000 kilometres of road coverage in Tanzania, Kenya, Uganda, Rwanda and Burundi. With turn-by-turn directions and spoken street names, nuvi has over 45,000 Points Of Interest, to find the nearest petrol station, favourite shopping centre or restaurant, and closest cash machine. The Bluetooth feature allows consumers to pair their mobile phone with the nuvi device in the car, allowing them hands free communication while driving.

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