

Satnav now priced to sell on petrol forecourts

Submitted by: Widget UK

Monday, 16 March 2009

Widget UK Ltd (<http://www.widget.com>) wants personal navigation devices to be available where customers need them most: in forecourt retail sites across the UK.

Stevenage, 16 March 2009 - Consumer electronics distributor (<http://www.widget.com>) Widget UK Ltd today announces that it is seeking discussions with major oil companies and independent distributors in the forecourt retail sector to place its range of satellite navigation devices in the reach of the public when they need it most.

"When you are lost, a petrol station is the first place you are going to stop," said Widget founder Mark Needham. "When we first started selling TomTom navigation devices, there was only one version of the product, and it cost several hundred pounds. Now some TomTom models are in the price range suitable for forecourt retailers to range them or use them as loyalty scheme prizes."

Darren Cottage, distribution manager for TomTom UK stated: "Our products are famous for being easy to use, and have been shown to reduce the number of miles drivers travel looking for their destination, thus saving fuel, money and time. We welcome this initiative to make our products even easier to purchase."

For trade pricing and availability on the TomTom range of Personal Navigation Devices contact Widget UK Ltd trade sales line on 01438 842 362

- end -

About Widget UK Ltd

In addition to TomTom, Widget UK Ltd distributes a tightly focussed range of satellite navigation, pocket computing and mobile scanning products to UK retailers and resellers including DSGi, Maplin, Amazon.co.uk, Play.com, QVC and others.

Widget's strengths are its long-standing relationships with key retailers and its ability to react to emerging technology trends and seize entrepreneurial opportunities.

Widget's rapid sales growth has led to it being featuring in the Sunday Times Fast Track of the country's fastest growing private companies for both 2006 and 2007, and in 2008 being ranked in the Deloitte list of Fastest Growing Technology Companies in Europe.

www.widget.com.