

'Store Dietrich'

Dietrich, a company whose business is to sell vehicles and provide transportation solutions, has announced the opening of "Store Dietrich," its division of automotive technology accessories.

According to the company, the goal is to give users a chance to adapt the most modern technology available for the safety and comfort of cars, when it is not incorporated in the factory.

"The incorporation of technology completes the comfort and safety on any vehicle, and in this case we want to provide a solution to those drivers who enjoy their cars," said Hernán Dietrich, Commercial Director at the company.

Products available at "Store Dietrich" range from xenon lights, to parking sensors and air pressure, night-light and rain sensors; even such technology innovations as Bluetooth hands-free system, Ipod and GPS (global positioning system) interfaces; ceiling-mounted and portable DVD players, among others.

Ipod interfaces allow for the enjoyment of music on the vehicle's Ipod with excellent audio quality. They enable the control of the Ipod from the steering wheel and stereo controls, and the Ipod is charged permanently.

The GPS navigator is equipped with sound driving instructions in Spanish and a 3.5" color touch-screen. It guides the driver through to his selected destination. It has maps of the City of Buenos Aires and major cities across the country, including national and provincial

routes, highways, gravel and local roads.

With the help of the Bluetooth hands-free system, the driver can speak on the phone without using his hands, thus avoiding accidents and tickets. Hands-free systems rely on voice recognition and may be portable or installed. If the latter option is chosen, the conversation is heard on the car speakers. This system is compatible with most cell phones including the Bluetooth option, and may be easily installed on a car from any make or model. Fonexion, leading European firm, is its exclusive agent.

The most novel, avant-garde system on the local market is the Bluetooth hands-free device, which besides making hands-free conversations easier, it enables drivers to listen to music and interact with the Ipod contents, in addition to playing MP3 files from one's cell phone via Bluetooth. It has a touch-screen and the possibility to adapt its color to that of the car's dashboard.

Both the ceiling-mounted and portable DVD players provide entertainment for the car occupants. Its main function is to entertain the front passenger and the children during trips. All devices are compatible with a PlayStation, also with optional wireless headphones.

Parking sensors and air pressure are accessories that may also be incorporated.

Dietrich is one of the main retail groups in the Argentine auto industry, with 43 years' experience on the market. CP