

## Auto Navigation Systems Meet Tough Competition-Lower Prices Ensur

More and more automobile manufacturers are electing to offer auto navigation systems as options and upgrades to their customers. Gone are the days when these convenient systems were only offered to those buying ultra luxury automobiles. Today you can find these systems as standard upgrades on many vehicles that are in the middle of the price range. Even vehicles such as the Ford Explorer are offering these systems to consumers as part of an upgrade package that is fairly standard.

If you happen to be wondering why we are seeing these options more and more often on fairly standard automobiles within reasonable price ranges it is because the technology, which was once cutting edge is now more commonly made and as a result falling victim to the old adage of supply and demand. More companies are making auto navigation systems, which means they are pricing them more competitively, this is a win-win situation for consumers who travel often but found the luxury car price tag that once went along with the auto navigation systems to be more than a little restrictive.

Consumers are also electing to have auto navigation systems installed in their automobiles at the retail level. Some stores offer these systems and discounts on their installation to savvy consumers. It's quite possible to get a much better deal doing it this way for many and you manage not to pay the hefty interest costs that are associated with financing automobiles. Having your own system installed allows you a much greater degree of choice when it comes to not only the price but also the bells and whistles that come along with your navigation system.

While it is fairly safe to say that not every driver will need the top of the line system, it is a good idea to get a fairly decent quality system that can at least provide you up to date information about the route upon which you are traveling. Most of us spend many of our days hurrying off from one point to another and are well aware that every minute counts. A good quality auto navigation system is one that will save you precious minutes during traffic delays, detours, and when faced with unexpected road construction. You may also be delighted to find that your navigation system can on occasion show you a much quicker route to your destination than you may have anticipated.

While manufacturers are offering auto navigation systems to automobile consumers as an upgrade and for an added cost, check the pros and cons before deciding to go that route with installation. In this day and age of comparative shopping, ad match programs, and high competition it is very possible to find a much better deal outside the confines of your automobile dealership. You can find many that

offer deeply discounted or free installation of their products, which will look as good as if it were factory installed if that is a concern (and for many it is a major concern). You should learn all you can about the particular model of auto navigation system a particular car maker uses and all of the features that come along with it in addition to any monthly fees that may be associated with the service.

Auto navigation systems that offer no subscription fees may have fewer bells and whistles but may be completely adequate for your personal needs. Only you can decide which will be best suited to your needs. Some find the peace of mind that comes with knowing you have up to the minute and accurate (according to some manufacturers) information about road conditions, closures, detours, and routes is worth the monthly fee that is associated with owning the device and receiving the service. Ultimately you alone must decide whether or not one of these systems would be a wise investment and how much system you want for your money. I personally find that the very peace of mind they provide when traveling is well worth the price.

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