



NEWS RELEASE

# CalAmp Announces Volume Shipments to Partner for Fleet Management Solution in Brazil

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## Telematics Partnership With Sascar to Deliver Fleet Management and Freight Security for Insurance and Risk Assessment Industries

OXNARD, CA -- (Marketwired) -- 01/12/15 -- **CalAmp** (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today announced commencement of volume shipments to Sascar, Brazil's largest fleet management and freight security company. Under the partnership, CalAmp is supplying Sascar with a broad set of innovative telematics products, including the LMU-800 high-value tracking device, the LMU-4200 communications gateway and the MDT-7 Android-based Mobile Data Terminal, all of which are tightly integrated into Sascar's application for use in trucks, trailers and passenger vehicles.

"The present demand in Brazil for advanced telematics capabilities is significant. CalAmp's innovative and differentiated product set coupled with its global presence were key factors in the selection process," said Claudio Martini, Products & Marketing Officer & Interim CTO of Sascar. "To measure and monitor utilization and productivity along with the ability to directly communicate dispatch messages to drivers via the tightly integrated CalAmp offering is very compelling. This solution is enabling new market opportunities for Sascar."

The LMU-4200 and MDT-7 communicate via Bluetooth® locally to provide a robust data collection, communications and dispatch platform that is seamlessly managed through Sascar's custom telematics application. The LMU-4200 and MDT-7 work in tandem to simplify numerous fleet applications and are able to increase remote workforce efficiency, enable effective asset management and improve coordination between drivers and dispatchers. In addition, CalAmp's products deliver reliable GPS data for accurate location and tracking information and leverage CalAmp's patent-pending highly sensitive triple axis accelerometer technology to detect and report aggressive driving behavior.

"We are excited to work with Sascar to usher in the next generation of innovative telematics solutions for Brazil. As an international company committed to scale, quality and support, CalAmp enables Sascar to deliver reliable solutions across South America," said Greg Gower, Senior Vice President and General Manager of CalAmp's Mobile Resource Management business.

#### **About CalAmp**

CalAmp (NASDAQ: CAMP) is a proven leader in providing wireless communications solutions to a broad array of vertical market applications and customers. CalAmp's extensive portfolio of intelligent communications devices, robust and scalable cloud service platform, and targeted software applications streamline otherwise complex Machine-to-Machine (M2M) deployments. These solutions enable customers to optimize their operations by collecting, monitoring and efficiently reporting business critical data and desired intelligence from high-value remote assets. For more information, please visit [www.calamp.com](http://www.calamp.com).

#### **About Sascar**

Working for 15 years in the national market, Sascar is specialized in fleet management and vehicle tracking and cargo, preparing clients for the challenges associated with the management and productivity. It is the only company in the industry to operate on a large scale with GSM/GPS technologies, Satellite and Radio Frequency. Its solutions provide real-time monitoring of vehicles and loads, also following fuel consumption, speed, maneuverability, routes and paths, reducing costs and increasing profitability for its customers.

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