



NEWS RELEASE

CalAmp Enables the Connected Car Future; Announces Coast-to-Coast Availability of LotSmart and SureDrive by LoJack

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Dealers Can Improve the Customer Experience and their Bottom Line with Telematics
Innovations

Learn more about the SureDrive Giveaway at NADA Booth #655

NEW ORLEANS, Jan. 26, 2017 /PRNewswire/ -- **CalAmp** (NASDAQ: CAMP), a pure-play pioneer in the connected vehicle and broader Industrial Internet of Things marketplace, today announced nationwide availability of its powerful connected car applications, **LotSmart™ by LoJack** and **SureDrive™ by LoJack**, to provide long-term value for automotive dealerships and consumers. With this enterprise-grade connected vehicle technology, dealers nationwide can access advanced inventory management capabilities to streamline operations and improve their customers' buying experience. This sell-through connected vehicle package also enables dealers to offer a connected car mobile application to customers. LoJack's LotSmart and SureDrive solutions will be on display this week at the National Automobile Dealers Association Convention (NADA100) in New Orleans.

Leveraging CalAmp's best-in-class telematics solutions, LotSmart and SureDrive help dealers and consumers benefit from advanced data access to their vehicles. LotSmart offers automotive dealerships detailed information about the status of their inventory, providing improved control over their vehicle operations. The telematics solution also offers a seamless sell-through option for dealers to grow incremental revenue by offering SureDrive to consumers who want a comprehensive aftermarket connected car solution. SureDrive provides consumers with easy-to-use technology that helps safeguard their families while driving, including Instant Crash Notification, stolen vehicle location assist, and Tripwire™ Early Warning that helps detect unauthorized use.

When these products are combined with the proven LoJack® Stolen Vehicle Recovery System, dealers and

consumers can have an added layer of protection against financial loss due to auto theft, which according to the 2015 FBI Uniform Crime Report rose 9 percent year-over-year in 2015.

"Automotive telematics have substantial potential to enhance dealerships' bottom line results. The trick is knowing how to access, package, and present the valuable vehicle data in a useful way," said Justin Schmid, Senior Vice President at CalAmp. "Many dealers already find the technology useful in improving the customer experience on their lots, but the connected car future holds even more promise to revolutionize the way dealerships interact with customers, from the first moment a new car buyer steps onto the lot through a lifetime of vehicle use."

Telematics experts will be at LoJack's Booth (#655), to discuss what the connected car future means to dealers and how they can profit from telematics innovations, while simultaneously benefiting their customers.

Dealers can take SureDrive home and try it for themselves – just stop by the LoJack booth to learn more and sign-up for the SureDrive Giveaway; the first 100 dealership representatives to visit booth #655 to register will receive SureDrive, on a first come first served basis. The SureDrive Giveaway will occur both Friday (1/27) and Saturday (1/28).

For information on LoJack's LotSmart and SureDrive, both available coast to coast, visit LoJack at NADA100 Booth #655. For information on LoJack, visit the company's **connected car blog**, www.lojack.com, www.autotheftblog.com, www.youtube.com/lojack, www.twitter.com/LoJackCorp or www.Facebook.com/LoJackCorp.

About CalAmp

CalAmp (NASDAQ: CAMP) is a pure-play pioneer in the connected vehicle and broader Industrial Internet of Things marketplace. The Company's extensive portfolio of intelligent communications devices, robust and scalable telematics cloud services, 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 mobile and remote assets. CalAmp is headquartered in Irvine, California and has been publicly traded since 1983. For more information, please visit www.calamp.com.

***SureDrive Giveaway Terms & Conditions are available at LoJack.com/NADA2017**

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