



NEWS RELEASE

# CalAmp Introduces LotSmart by LoJack to Drive Long-Term Value for Automotive Dealerships

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Advanced Inventory Management Solution Streamlines Operations and Enables Incremental Revenue with New Connected Car Mobile App for Consumers

IRVINE, Calif., Sept. 7, 2016 /PRNewswire/ -- **CalAmp** (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today announced **LotSmart™ by LoJack**, an advanced enterprise-grade telematics service which enables dealerships to improve operations and increase consumer satisfaction. Dealerships can also drive incremental revenue with the introduction of **SureDrive™** by LoJack, a new connected car mobile application for consumers. CalAmp unveiled LotSmart by LoJack in conjunction with SureDrive this week at CTIA Super Mobility in Las Vegas.

LotSmart offers automotive dealerships detailed access to an array of useful information about the status of their inventory, providing virtually complete control over their vehicle operations. This advanced enterprise-grade service is powered by CalAmp's proven, best-in-class Telematics Cloud service. LotSmart provides dealerships with the ability to:

- Actively monitor vehicle inventory – Track the precise location of every vehicle across multiple lots. Enable dealership personal and sales professionals to quickly and easily locate a specific make and model, making the sales process more efficient.
- Provide real-time vehicle status – Receive and collect up-to-date diagnostic reporting on each vehicle so dealership personal can proactively identify issues such as low battery levels.

- Set virtual boundaries – Receive alerts on unexpected vehicle movement and help dealerships prevent unauthorized usage by setting up virtual boundaries using geo-fences. These alerts can also quickly identify lot theft and aid recovery by providing specific vehicle location coordinates.

Vehicle information is automatically transmitted to the LotSmart application from the plug-and-play telematics device, providing the dealership with access to extensive inventory management capabilities. When the vehicle is sold to the consumer along with SureDrive, these capabilities are extended and enhanced to provide consumers with a comprehensive connected car solution. This allows dealerships expand their offering to their customers and boost revenue.

"LoJack is committed to supporting dealer profitability while delivering enhanced security to consumers with this new offering," said Justin Schmid, SVP and GM of Telematics Systems at CalAmp. "Providing dealers with a tool that helps manage their entire lot of vehicles while offering their customers an advanced aftermarket connected car solution is a win/win for our dealer partners."

LotSmart is available for any dealership looking for an enterprise-grade solution to manage inventory while also seamlessly enabling a value-added sell through option for consumers who want an advanced connected car solution.

LotSmart by LoJack will be available in early fourth calendar quarter 2016. For information on LotSmart and **SureDrive by LoJack**, please visit CalAmp at CTIA booth #5332. For information on LoJack, visit the company's **connected car blog**, [www.lojack.com](http://www.lojack.com), [www.autotheftblog.com](http://www.autotheftblog.com), [www.youtube.com/lojack](http://www.youtube.com/lojack), [www.twitter.com/LoJackCorp](http://www.twitter.com/LoJackCorp) or [www.Facebook.com/LoJackCorp](http://www.Facebook.com/LoJackCorp).

## About CalAmp

LoJack Corporation is a wholly owned subsidiary of 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](http://www.calamp.com).

\* Availability of LotSmart and SureDrive services may depend on cellular coverage; certain functionality may depend on vehicle's year, make and model.

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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/calamp-introduces-lotsmart-by-lojack-to-drive-long-term-value-for-automotive-dealerships-300324053.html>

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