



NEWS RELEASE

CalAmp Turns GPS Programs Into Profits for Buy-Here-Pay-Here Auto Dealers With New SkySmart Mobile App

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Dealers Can Now Offer a High Sell-Through Service That Provides Peace of Mind Through Connected Car Offerings

IRVINE, CA -- (Marketwired) -- 05/24/16 -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, announced the release of SkySmart™, its new mobile application, now available as an add-on service package by Buy-Here-Pay-Here (BHPH) car dealers to provide connected car services to consumers with subprime credit. SkySmart is available for both Android and iOS mobile devices. Sold at the time of a vehicle purchase, it offers safety and security features and applications in a simplified yet rich connected car experience, including stolen vehicle tracking, location and optimized routing to nearby services and monitoring of high risk driving habits.

"With the introduction of the SkySmart app, consumers can optimize the value of their car investment and increase driver safety, minimizing risks of bodily injury and property damage. SkySmart enables consumers to turn any car into a smart connected car, all from an easy-to-use smartphone application," said Mike Zachan, Senior Vice President and General Manager of CalAmp's Wireless Networks.

SkySmart coupled with CalAmp's CVF-200™ product is commercially available through the Company's LenderOutlook™ collateral assurance solution. When the BHPH dealer installs the device in an inconspicuous location in the car, the SkySmart solution provides the consumer with the following features:

- Stolen vehicle notifications and escalation services in the event of suspected theft. With one tap, the consumer can request available help when needed
- Vehicle location monitoring provides always-available security for loved ones

- "Find nearby services" provides a quick way to locate fuel, amenities and the nearest roadside assistance area
- Real-time alerting if the vehicle is being towed or the vehicle battery is low

With compelling services for consumers, the SkySmart app is a simple add-on offering for BHPH dealers to sell through their finance and insurance departments. The program includes onboarding automation, point-of-sale materials and training. Consumers simply download the SkySmart app from the **Apple Store** or the **Google Play Store** to activate these connected car services.

SkySmart works exclusively with CalAmp telematics devices, and is paired with the CVF-200, an easy-to-install, tamper-resistant vehicle tracking device that comes in a small form factor making it easier to install in cars, trucks and SUVs of all types.

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.

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