



NEWS RELEASE

CalAmp and Trophy Group Partner to Enhance Customer Experience and Deliver Advanced Connected Car and Safety Services

4/23/2019

IRVINE, Calif., April 23, 2019 /PRNewswire/ -- CalAmp (Nasdaq: CAMP), LoJack® brand owner and technology solutions pioneer transforming the global connected economy, has partnered with **Trophy Automotive Dealer Group** ("Trophy") to launch LoJack® LotSmart™ and LoJack SureDrive™ to improve inventory management and provide customers with advanced connected car, driver safety and security services. The LoJack telematics solutions will be launched across Trophy's six Nissan, Kia, and Mercedes-Benz dealerships in Southern California. Deployments will ramp to over 5,000 vehicles across all stores, opening up opportunities to generate recurring subscription revenue from thousands of new customers annually.

Trophy is one of the largest automotive dealer groups in California with more than 30,000 vehicle sales per year and plans to expand to 200,000 vehicles through organic growth and acquisition within 30 months as part of a mid-term plan. By integrating LotSmart™ into their dealer management system, Trophy can properly manage their new and pre-owned vehicle inventory across all their locations and multiple storage lots and attend to customer needs on a Just In Time (JIT) basis to enhance their experience. The solution integrates the expanded search capabilities to provide staff with real-time vehicle data including location, battery status, vehicle identification number (VIN) and a stock photo to shorten customer wait times and individualize the in-store customer experience.

The same connectivity enabled through LotSmart can be sold through to the customer as SureDrive™, a connected car app featuring Tripwire™ Early Warning, Stolen Vehicle Location Assist, speed alerts and arrival notifications. In the event of a collision, CrashBoxx™ sends real-time crash alerts via the SureDrive app. A LoJack Command Center live agent will contact the driver, and if there is no response, they can quickly notify life-saving emergency services. Additionally, Trophy can proactively offer maintenance and repair services based on vehicle mileage and diagnostic

information.

"Digital innovation and advanced mobility are key differentiators for us in a highly competitive marketplace," said Nasser Watar, CEO of Trophy Automotive Dealer Group. "LotSmart and SureDrive keep us at the forefront of rapid transformation in the automotive industry. Trophy is determined to introduce changes to enhance the overall customer journey while purchasing from one of our dealerships. LoJack and CalAmp technology is helping us manage our inventories, provide services to our stakeholders and achieve an efficient and more customer-centric experience.

LoJack's integrated telematics solutions deliver a new wave of digital innovation for The Trophy Automotive Dealer Group, which will also launch the new LoJack Dealer app across its six locations. The LoJack Dealer app enables dealership personnel to demonstrate in a completely digital environment the features, benefits and convenience of SureDrive to customers in a more experiential way than is possible with traditional sales collateral.

"Dealers are being challenged to engage with customers across a variety of mobile platforms, including the vehicle itself," said Carl Burrow, senior vice president of global sales for CalAmp. "LotSmart and SureDrive deliver on the promise of improving interactions every step of the way, and at the same time, provide opportunities to increase revenue from service and maintenance that drive long-term business profitability."

To learn more about LoJack connected car services, visit www.lojack.com.

About Trophy Automotive Dealer Group

Trophy Automotive Dealer Group is a leading automotive dealer group in the US and has become the benchmark for financial performance, customer satisfaction and innovative digital and mobility solutions. Strategic representation of automotive brands in key growth areas across the US, are part of the Company's mid-term plan, to expand operations. Aligned with a vision for regional expansion, streamlined processes and operational synergies enable efficient operations and excellent customer service for the complete sales and after-sales experience. For more information visit our [website](#).

About LoJack and CalAmp

LoJack is a brand of CalAmp (Nasdaq: [CAMP](#)) and a leader in stolen vehicle recovery and innovative automotive services. CalAmp is a technology solutions pioneer transforming the global connected economy. We help reinvent business and improve lives around the globe with technology solutions that streamline complex IoT deployments and bring intelligence to the edge. Our software applications, scalable cloud services, and intelligent devices collect and assess business-critical data from mobile assets, cargo, companies, cities and people. We call this The New How, powering autonomous IoT interaction, facilitating efficient decision making, optimizing resource utilization, and improving road safety. CalAmp is headquartered in Irvine, California and has been publicly traded since 1983.

For more information on LoJack, visit lojack.com, or [Twitter](#), [Facebook](#) or [LoJack Blog](#). For more information on CalAmp, visit calamp.com, or [LinkedIn](#), [Facebook](#), [Twitter](#), [YouTube](#) or [CalAmp Blog](#).

CalAmp and LoJack and the CalAmp and LoJack logos are among the trademarks of CalAmp and/or its affiliates in the United States, certain other countries, and/or the EU. Any other trademarks or trade names mentioned are the property of their respective owners.

View original content to download multimedia:<http://www.prnewswire.com/news-releases/calamp-and-trophy-group-partner-to-enhance-customer-experience-and-deliver-advanced-connected-car-and-safety-services-300835323.html>

SOURCE CalAmp