



NEWS RELEASE

LoJack Italia Selected To Provide Lifesaving Crash Assistance Via Private eCall

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LoJack Italia CrashBoxx™ and Command Center facilitate faster, more effective delivery of emergency response notification via Private eCall, speeding life-saving crash assistance to motorists across Italy

MILAN and IRVINE, Calif., March 12, 2020 /PRNewswire/ -- **CalAmp** (Nasdaq: CAMP), a global technology solutions pioneer transforming the mobile connected economy, today announced its subsidiary, **LoJack Italia**, is one of the first global telematics service providers selected to contact emergency response services after a collision to speed potentially life-saving assistance via Private eCall to drivers across Italy.

Private eCall, a European-mandated alert service that provides urgent medical assistance to drivers involved in road crashes, will now be available throughout Italy. With the recent signing of an agreement between **AREU** (Regional Agency for Emergency Urgency) and the **Telematics Service Providers (TSP) Association**, only the LoJack Italia Command Center, along with a few other selected TSP Association members, are now authorized to provide emergency calls directly to the European 112 Central Response Center via Private eCall.

When a collision occurs, vehicles equipped with **LoJack Italia's CrashBoxx™** crash response technology send an instant alert to the LoJack Italia Command Center with detailed information about the crash, including its time, location and severity. Based on this CrashBoxx information, LoJack operators can take immediate steps to contact the driver by phone, while also alerting the 112 Central Response Center and providing the location of the nearest rescue center to expedite emergency medical intervention.

"The technological and operational effort put in place over the last three years by the members of the TSP Association, as part of the experimentation of Private eCall, has been rewarded with success that exceeds expectations," commented Sergio Tusa, President of the TSP Association. "Where rapid arrival of help can reduce

risks and save lives, the Private eCall system, in concert with these selected TSP members, can have a huge social impact by allowing Italy to provide world-leading services to its citizens with the latest telematics technologies."

"There are over 455 car crashes with injuries to passengers and pedestrians recorded on Italian roads every day," commented Maurizio Iperti, CEO of LoJack Italia and vice president of LoJack Europe. "LoJack Italia and our parent company, CalAmp, are committed to providing advanced connected car technology that's capable of facilitating assistance at the moment of real need. Now with Private eCall, our CrashBoxx technology and Command Centers, staffed by trained operators, can provide motorists involved in a collision with rapid life-saving support, while also expediting mechanical repairs and offering other services that deliver on LoJack's brand-promise of safety and security for motorists."

CrashBoxx provides instant crash notification and accident reconstruction information. Moreover, based on the severity of each accident - assessed in real-time by CrashBoxx - the LoJack Command Center (active every day, 24 hours a day) contacts the motorist immediately to determine passenger conditions, facilitate emergency response, send roadside assistance, or book a courtesy car until repairs are complete. In addition, high-fidelity accident reconstruction reports can be sent directly to the owner's insurance company to streamline the claims process.

About LoJack Italia

LoJack Italia, a CalAmp subsidiary, is a market leader in stolen vehicle recovery and innovative automotive services in Italy and across the E.U., helping over 9 million people protect their assets and vehicles from theft. We have been active in Italy for 10 years and are undergoing a strong growth phase with more than 300,000 software and service subscribers. Today, LoJack Italia is leveraging CalAmp's telematics technology to create a new level of value for the automotive, insurance, and car rental markets and their end-customers, through easily accessible, innovative connected vehicle solutions. LoJack Italia is a recent 2019 **Le Fonti Awards®** winner in the mobility category for its telematics solution that monitors vehicle pollution. For more information, visit lojack.it or [LinkedIn](#), [Twitter](#), [Instagram](#), [YouTube](#), [LoJack Blog](#)

About CalAmp

CalAmp (Nasdaq: CAMP) is a global technology solutions pioneer transforming the mobile connected economy. We help reinvent business and improve lives around the globe with technology solutions that streamline complex mobile IoT deployments and bring intelligence to the edge. Our software and subscription-based services, scalable cloud platform and intelligent devices collect and assess business-critical data from mobile assets and their contents. We call this The New How, facilitating efficient decision making, optimizing mobile asset utilization and improving road safety. Headquartered in Irvine, California, CalAmp has been publicly traded since 1983 and has 20 million products installed and over 1.3 million software and services subscribers worldwide. **LoJack®**, **Tracker™** and **Here Comes The Bus®** are CalAmp brands. For more information, visit calamp.com, or [LinkedIn](#), [Facebook](#),

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