



NEWS RELEASE

LoJack Launches Annual National Theft Protection Campaign

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A layered defense approach is recommended for the best protection

IRVINE, Calif., July 11, 2017 /PRNewswire/ -- LoJack, a CalAmp (NASDAQ: CAMP) business and leader in vehicle theft recovery, today commenced its annual National Vehicle Theft Protection Month program, reminding owners of consumer and commercial vehicles that July and August are busy months for theft in the United States. LoJack and CalAmp believe the best policy for protecting mobile assets is a combination of proven theft prevention technologies and practical safety measures.

"In recent years, approximately 700,000 motor vehicles, \$1B of construction equipment and \$175M of in-transit cargo go missing annually*, and the increasing connectivity of vehicles is presenting new challenges for combatting theft," said Patrick Clancy, Vice President of Law Enforcement at LoJack. "LoJack is actively partnering with law enforcement agencies across the U.S. this month to help raise awareness on theft trends, and educate consumers and businesses on tactics that can be used to reduce the risk of theft."

Across the markets it serves, LoJack observed three consistent dynamics:

- Smarter technology is breeding smarter thieves: Manufacturer installed defenses can be overcome by smart thieves who know how to disable or circumvent connected vehicle technology.
- California, Texas and Florida remain most affected: **LoJack's Annual Vehicle Theft Recovery Report** highlighted that all three states were home to the most LoJack system-equipped stolen and recovered consumer vehicles for the eighth consecutive year. LoJack has also observed the same pattern in the construction industry.
- Lack of visibility creates vulnerability: In supply chain distribution channels, increased connectivity requires

suppliers to increase security technology efforts to prevent smart thieves from hacking and manipulating their visibility systems. In 2016, August and November were once again the leading months for cargo theft in California.

Across the consumer and commercial vehicle, construction equipment and cargo distribution markets, LoJack and CalAmp recommend a layered defense approach of key theft prevention technologies, effective deterrence practices and increased vigilance that includes the following:

- Start with Common Sense: The **increasing connectivity of vehicles presents new threats** that can be mitigated with practical actions such as employing software updates, being selective with sensitive data and using stolen vehicle recovery technology. Visit LoJack's **Why Vehicle Theft Is Rising Across the Country** blog post for more common sense tips on thwarting vehicle thieves.
- Importance of an Organized Job Site: A significant portion of construction equipment theft is the result of poorly securing assets at the end of the workday. LoJack recommends construction business owners invest in asset tracking technology and park equipment close together, using the heaviest equipment as an anchor for the smaller equipment, and house all inventory within a fenced yard or jobsite whenever possible. Visit LoJack's blog post **Protect Your Business from Construction Asset Theft** for more tips to add layers of defense for construction equipment.
- Value of Supply Chain Visibility: Businesses tackling cargo theft challenges should leverage pallet-level tracking and supply chain systems to enhance their visibility and secure goods in transit. For recommendations on adding layers of visibility to the supply chain, visit CalAmp's **Total Supply Chain Visibility: An IoT Approach** whitepaper and blog post **Cargo Theft Is an Expensive Problem. Here's How to Solve It.**

*FBI Uniform Crime Report 2015: 707,758 stolen vehicles; National Insurance Crime Bureau 2014 Report: up to \$1B is lost nationwide due to construction equipment theft; AFN/CargoNet 2015: \$175M of in-transit cargo theft.

About CalAmp and LoJack

LoJack is a wholly owned subsidiary of CalAmp (NASDAQ: CAMP). CalAmp is a pure-play pioneer in the connected vehicle and broader Internet of Things (IoT) marketplace. The company's extensive portfolio of intelligent communications devices, robust and scalable telematics cloud services, and targeted software applications streamline otherwise complex IoT 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 calamp.com.

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