



NEWS RELEASE

LoJack Launches Integrated Inventory Management and Connected Car Solution for Auto Dealers at NADA

1/24/2019

Single device solution integrates lot management, SVR and advanced connected car services to benefit dealers and consumers nationwide

IRVINE, Calif., Jan. 24, 2019 /PRNewswire/ -- LoJack®, a brand of CalAmp (Nasdaq: **CAMP**) and leader in stolen vehicle recovery (SVR) and innovative automotive services, today announced a fully integrated, single device solution that combines its stolen vehicle recovery (SVR) technology with an integrated telematics core to support lot management for auto dealers and connected car services for consumers.

LoJack's simpler, single-step, pre-install capability is designed to help lower upfront costs for dealers while providing an innovative combination of its proprietary SVR technology, which has direct integration with law enforcement, with built-in telematics to power **LoJack® LotSmart™** inventory management and **LoJack® SureDrive™** connected car services. Dealers can now optimize inventory management from their desktop or mobile device while adding revenue-generating connected car micro-services for consumers. LoJack is also kicking off new business models and sales incentives to help dealers increase customer penetration, drive greater per vehicle revenue and improve customer satisfaction.

"The all-in-one LoJack solution makes it easier than ever before for dealers to streamline inventory management while delivering nationwide, best-in-class SVR and connected car services to their customers," said Stephanie Cassi, vice president of sales for LoJack. "With LotSmart, dealers can actively monitor the location and operational status of their inventory to improve the customer buying experience. That same technology sold through to their customer as SureDrive provides peace of mind with SVR and advanced driver safety capabilities that help build a long-term customer relationship and drive greater revenue potential."



The new integration allows dealers to offer driver safety micro-services through SureDrive, including:

- Crash Response — receive detailed **CrashBoxx™** instant crash alert information including crash location, severity and collision details; with serious crashes, the LoJack call center facilitates on-site assistance from emergency responders
- Speed Alerts – set a speed threshold on any driver and receive notifications when a vehicle exceeds that speed limit
- Multi-Vehicle Tracking — view all vehicle activity within the family
- Trip History – review business and personal trips, locations, speed and miles traveled on any vehicle

For more information on LoJack's new integrated services, visit Booth 7435 West Hall, Level 2 at the NADA 2019 Show Expo from January 25 to 27 in San Francisco.

About LoJack and CalAmp

LoJack is a brand of CalAmp (Nasdaq: **CAMP**) and leader in stolen vehicle recovery and innovative automotive services. CalAmp is a telematics pioneer leading transformation in a global connected economy. We help reinvent businesses 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 CalAmp, visit calamp.com, or [LinkedIn](#), [Facebook](#), [Twitter](#), [YouTube](#) or [CalAmp Blog](#). For more information on LoJack, visit lojack.com, or [Twitter](#), [Facebook](#) or [LoJack Blog](#).

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