



NEWS RELEASE

LoJack Goes Nationwide with Next-Generation Connected Car and Stolen Vehicle Recovery Technology

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IRVINE, Calif. , March 20, 2018 /PRNewswire/ -- LoJack®, a wholly-owned subsidiary of CalAmp (Nasdaq: **CAMP**) and a leader in stolen vehicle recovery (SVR) and innovative automotive services, today announced next-generation consumer telematics solutions. Through a combination of CalAmp core telematics services and peerless LoJack SVR technology, the LoJack brand is expanding across the U.S., making SVR and enhanced telematics services including CrashBoxx alerts available nationwide. These new connected vehicle services will enable dealers to realize additional revenue streams through this next-generation LoJack telematics bundle with safety and security features to expedite crash response and help save lives all across the country.

LoJack's new generation of dual-mode telematics and SVR technology is the only offering that combines connected car features and real-time crash management with the proven performance of the proprietary LoJack® Stolen Vehicle Recovery System supported directly by law enforcement agencies. This enhanced system with an effective nationwide service footprint significantly expands the addressable market of automotive dealers that can now offer LoJack's products to their customers anywhere in the U.S. The advanced capabilities blend CrashBoxx™ instant crash alerts with benefits like speed alerts, TripWire™ arrival notifications and trip history, all via the new LoJack SureDrive™ connected car mobile application. In the event of a collision, CrashBoxx will automatically notify the LoJack call center to help provide timely assistance and facilitate emergency response based on information about crash severity and other key technical details reported in real

time. Car owners can also adjust personal preferences to receive notifications when exceeding safe driving conditions, thereby reducing driver risk. In addition, customers can opt in to allow dealers to receive vehicle diagnostic information for proactive response to maintenance and repair issues.

"The latest LoJack technology greatly expands our footprint and provides dealers across the U.S. with telematics services that enhance the customer experience and help drive bottom line financial results," said Michael Burdick, president and CEO of CalAmp. "As consumers become more aware of what connected vehicle technology can offer, real-time data and analytics will be key to developing new value-added services that deliver increased revenue opportunities for dealers while providing peace of mind for their customers."

In addition to delivering value to dealers, CalAmp is collaborating with Together for Safer Roads® to leverage data and technology like that enabled by LoJack's connected vehicle solutions to minimize driver risk and help facilitate potentially life-saving emergency response.

"LoJack's new connected vehicle services and CrashBoxx technology is an important step forward in bringing solutions to market that help consumers develop better driving behaviors and improve post-crash response," said David Braunstein, president of Together for Safer Roads. "Post-crash response is a key pillar we focus on in collaboration with automotive and technology industry leaders like CalAmp to create a measurable and sustainable impact in our drive to save lives."

For more information on LoJack's next generation connected car and SVR services, visit Booth 4922C at the **2018 NADA Show** from March 23 – 25 in Las Vegas or attend our **NADA Live** thought leadership panel "Connected Cars Pave the Way for Revenue Opportunities and More Secure Roads" on March 24 from 1:30 to 2:00 pm located in the Lower Central Concourse of the Las Vegas Convention Center.

About Together for Safer Roads

Together for Safer Roads (TSR) is an innovative coalition that brings together global private sector companies, across industries, to collaborate on improving road safety and reducing deaths and injuries from road traffic crashes globally. TSR brings together members' best practices, global networks, data, and technical expertise to focus on five areas that will make the greatest impact globally and within local communities. These focus areas align with the United Nations Decade of Action for Road Safety's Five Pillars by developing programs to address issues in road safety management, safer roads and mobility, safer vehicles, safer road users, and post-crash response. TSR's current members include AB InBev, Abertis, AIG, AT&T, CalAmp, Ericsson, GM, IBM, iHeartMedia, Octo Telematics, PepsiCo, Republic Services, Ryder, UPS, and Walmart. Learn more at www.togetherforsaferroads.org. Connect with us on **Facebook**, **LinkedIn**, **Twitter**, and **YouTube**.

About LoJack and CalAmp

LoJack is a wholly owned subsidiary of CalAmp (Nasdaq: **CAMP**) and a 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](#), [Twitter](#), [YouTube](#) or [CalAmp Blog](#). For more information on LoJack, visit lojack.com, or [Twitter](#), [Facebook](#) or [LoJack Blog](#).

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