



NEWS RELEASE

# LoJack and Salinas Valley Ford Lincoln Partner to Provide Next-Generation Connected Car and Stolen Vehicle Recovery Solutions

8/8/2018

Next generation hybrid technology brings real-time crash alerts and LoJack stolen vehicle recovery to an expanded nationwide footprint

IRVINE, Calif. and SAN FRANCISCO, Aug. 8, 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 a partnership with Salinas Valley Ford Lincoln dealership to deliver next-generation consumer telematics solutions. The new services will include the LoJack® SureDrive™ connected car app featuring CrashBoxx™ real-time crash notification services as well as the proven performance of the proprietary LoJack® Stolen Vehicle Recovery System supported directly by law enforcement agencies. Additionally, Salinas Valley Ford Lincoln has adopted LoJack® LotSmart™, an advanced inventory management system that enables dealers to locate and manage inventory, and view vehicle status in real time.

With the recent launch of CalAmp's next-generation hybrid telematics and SVR technology, LoJack is able to quickly **expand its geographic reach** beyond its original coverage footprint without the need to deploy extensive new infrastructure. Located in this new geographic market area, Salinas Valley Ford Lincoln is now able to offer LoJack's full line of SVR and connected car services.

"We strive to build and maintain positive customer relationships by offering top-notch services and the latest automotive technologies available on the market to keep families both connected and secure," said Paul Clark, vice president and general manager for Salinas Valley Ford Lincoln. "LoJack's advanced technology and automotive services allow us to take another step forward toward creating the dealership of the future to provide customers with the latest innovations in connected car technology, while streamlining our operations and growing our

business through value-added services."

LoJack's new automotive services will enable Salinas Valley Ford Lincoln to drive additional revenue streams and provide enhanced safety and security features to customers.

- LoJack Stolen Vehicle Recovery - the only SVR directly integrated with law enforcement to provide peace of mind for consumers purchasing a new or used vehicle
- LoJack SureDrive - consumer car app delivers connected car services including speed alerts, trip history and Tripwire™ Early Warning alerts when the car is moved, towed or stolen
- **CrashBoxx** - delivers real-time instant crash alerts via the SureDrive app and notifies the LoJack call center to facilitate timely assistance in the event of a collision
- Proactive Maintenance - customers can opt-in to allow dealers to receive vehicle diagnostic information to proactively schedule maintenance and repairs

"Dealers feel tremendous pressure to deliver the most advanced vehicle technologies and stay connected to their loyal customers, while maintaining healthy margins," said Carl Burrow, senior vice president of global sales for CalAmp. "Through our next-gen offerings, LoJack helps dealers expand their market opportunity and put life-saving technology into the hands of their customers."

To learn more about LoJack SVR and automotive services, visit [www.lojack.com](http://www.lojack.com).

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

SOURCE LoJack

Related Links

<http://www.lojack.com>