

GET MORE WITH LOJACK

***Earn More Revenue,
Save More Time,
Engage More Customers***

- The Spireon Advantage
- Improve PVR & Customer Experience
- Drive Service & Sales Retention
- Manage Inventory
- Protect Assets
- Consumer Engagement
- Sales and Marketing Support
- Installation Certification

 **LoJack**[®]
BY SPIREON



Spireon
Unbeatable
Telematics
Expertise With
Nearly 4M
Subscribers



The Spireon Advantage

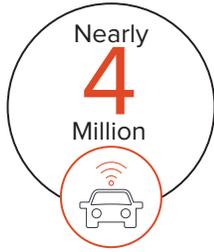
Since 2002, Spireon has been connecting cars and crunching the resulting data to help businesses like yours become more efficient, more effective, and more protected.

There isn't another telematics company around that comes close to matching the depth of our experience, that is a more trusted partner to its clients, or that is as recognized for achievement than Spireon. If you're looking for the best solution in sales enablement, operational efficiency, risk management, service revenue, and more, you've found it.

We are Spireon, the vehicle intelligence company.

Award-Winning Products and Service





active telematics devices in consumer and commercial vehicles



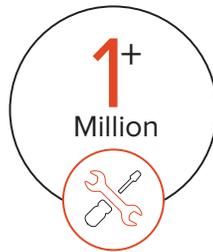
data events gathered per month



recorded driving miles



devices shipped a month, 95% shipped in the first two hours



installs completed, expedited by 300+ certified installers nationwide



pioneering the GPS and telematics industry

Key Customers



Earn More Revenue

Save More Time

Engage More Customers



Improve PVR & Customer Experience

- Improve PVR by \$300–\$400
- Reduce purchase time by 30 minutes by quickly pinpointing test-drive vehicles
- Increase CSI scores
- Prioritize aging inventory



Drive Service & Sales Retention

- Proven retention results: 52% of customers who receive notices through LoJack contact their dealer
- Deliver promos and service reminders to customers through the LoJack app via the MyDealer feature
- Increase ROs and labor hours, including recall responses
- Connect with your customers 12x per month on average



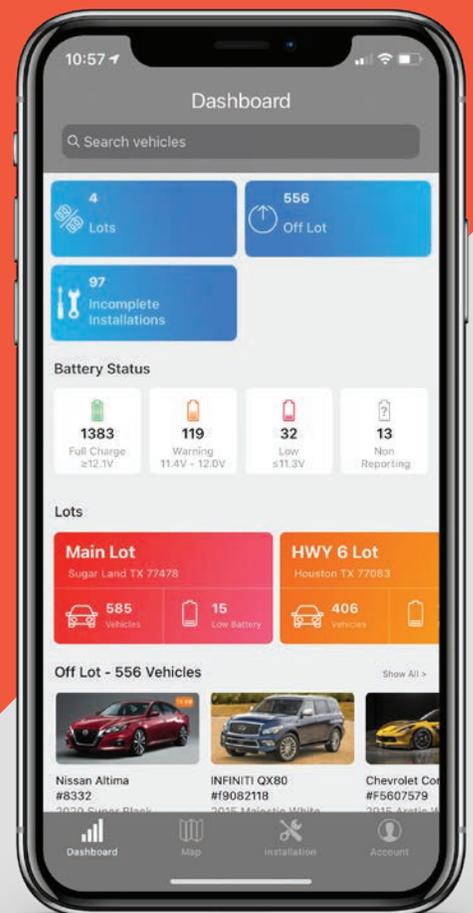
Manage Inventory

- Find any protected car 24x7
- Reduce battery management time by 50%
- Streamline inventory audits
- Manage multi-store dealer groups



Protect Assets

- Recover vehicles involved in theft or fraud
- Receive alerts when cars leave your lot after hours
- Recovery guaranteed up to \$10,000 per vehicle
- Call a dedicated recovery hotline for dealers only



“I 100% recommend LoJack. The customer conversion rate is high and the margin is substantial for a dealer-added accessory.”

— Wesley Kammer, Sales Director,
Vandergriff Acura

Improve PVR & Customer Experience

In the car buying process, the less friction, the better. Built on Spireon's leading data analytics platform, LoJack removes long-standing barriers that cause sales to drag and customers to lose interest and confidence.

Improve PVR by \$300–\$400

Quicker deals lead to happier customers. Happy customers spend more money in F&I. The pitch is simple: Connect and protect the vehicle and its most precious cargo. LoJack provides assurance that loved ones can be located and are driving safely. On average, LoJack improves PVR by \$300 to \$400.

Reduce Purchase Time by 30 Minutes

Arm your sales team with the LoJack app where they can search by make, model, trim, color, stock, VIN, and battery level to find test-drive vehicles in seconds. When the right vehicle is located, sales can see its exact location on a map. That's about 30 minutes saved per deal!

30
MINUTES
SAVED

Increase CSI Scores

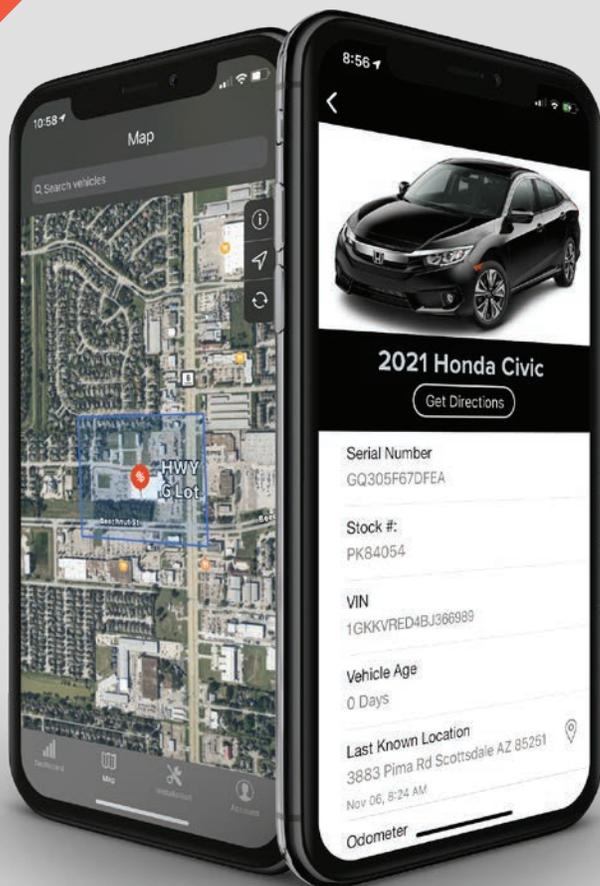
Dealers say LoJack even improves customer satisfaction index (CSI) scores. LoJack saves time in the car buying experience, so customers leave better CSI ratings. The higher your CSI, the more money in your pocket from the manufacturer — not to mention the boost to your reputation.

Up-Sell on Time

LoJack provides accurate vehicle mileage based on GPS tracking, helping dealers manage, retain, and trade-up lease customers when it's most timely, and in the process, find valuable used-car inventory.

Enjoy Lender Advances

Lenders like LoJack, and we have a list of lender advances that continues to grow. If your favorite lender isn't on the list, we'll work with you to add it.



MyDealer: Drive Service and Sales Retention

52%

of LoJack consumers who received a MyDealer notification contacted or visited their dealer

Source: survey of 4941 LoJack users

Outperform Traditional Marketing

With 52% response rate on push notifications, LoJack gives dealers a stronger, tool for engagement and retention than emails, direct mail, and other marketing. Improve your marketing by using LoJack as a primary channel for service reminders and promotions.

Send Timely Promos

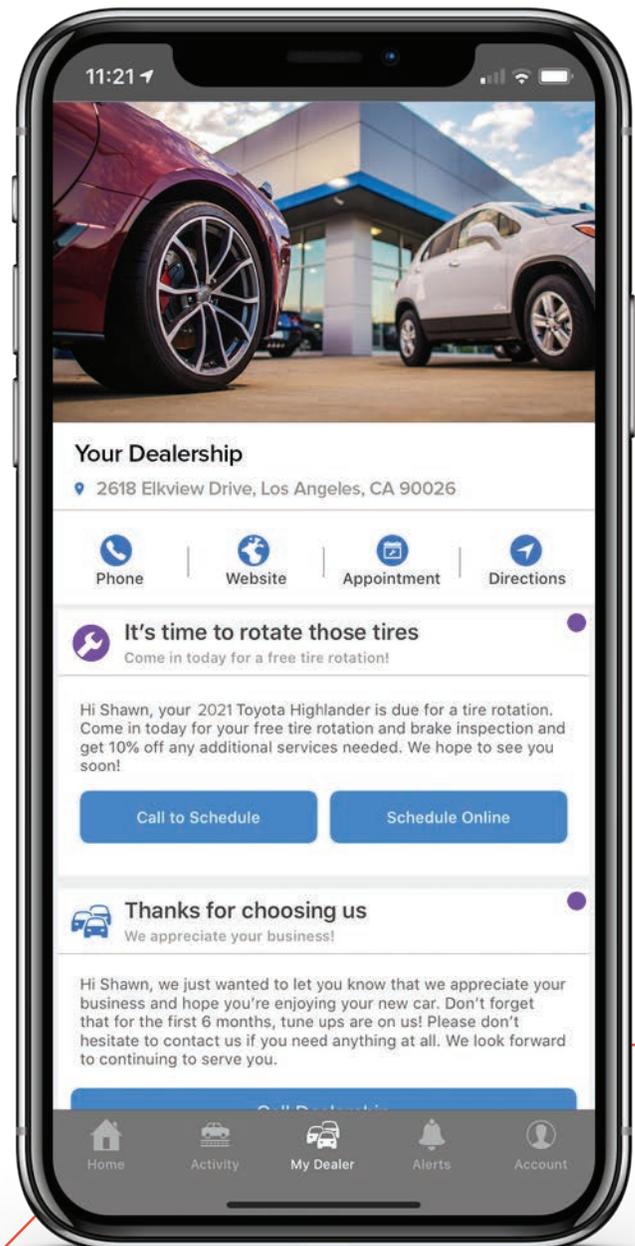
Accurate vehicle mileage and other customer data in MyDealer make service promos, recalls, extended service warranties, and right-size lease term messages land with your audience.

Grow Recall Fixes

Help customers protect their vehicles and fill your service drive. Automatic recall notices keep customers informed and connect them back to you for service.

Stay Connected Post-Sale

Stay top-of-mind by communicating with customers through a trusted app with above-average use. Create and send messages by date or mileage thresholds with in-app appointment scheduling and links back to your website.



Manage Inventory

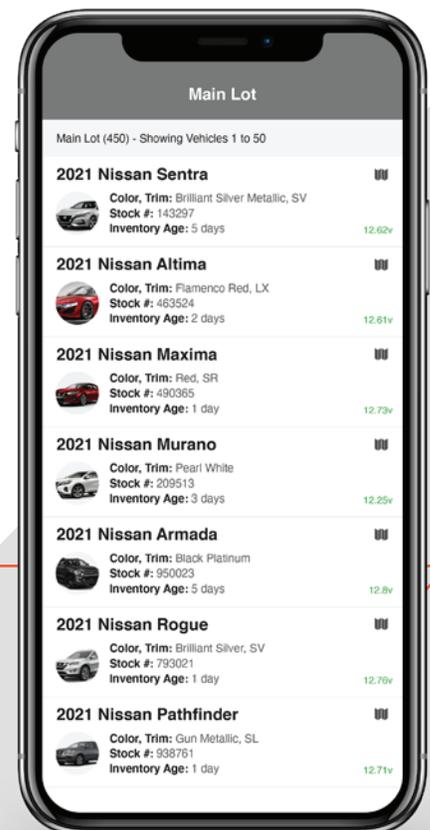
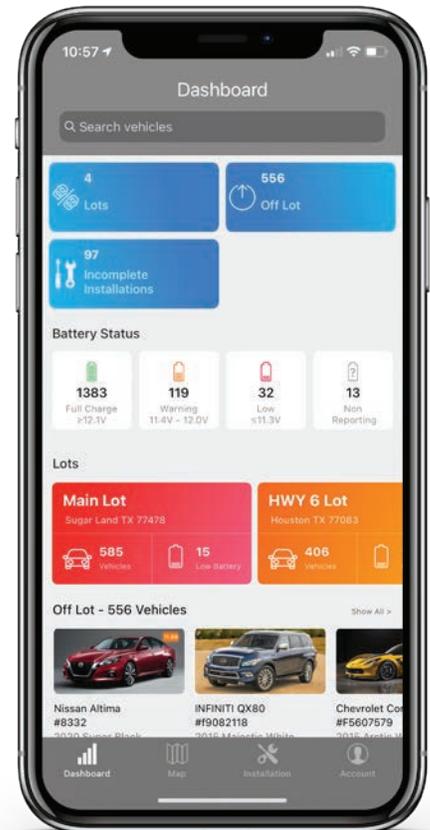
You've got metal to move and a service drive to fill. No one has time to spend hours on inventory audits, battery checks, and dealer trades. Integrate LoJack into your operations, slash major time off tedious inventory-management tasks, and get back to the most important items on your plate.

Pinpoint Car Location

LoJack reduces manual lot checks and time lost to inventory management by pinpointing the location of any vehicle to within 4 feet. On a map, see the exact location of all your vehicles, including dealer trades, extended test drives, stolen vehicles, and loaners.

Reduce Battery Management Time by 50%

LoJack dealerships typically reduce time spent managing batteries by at least 50%. Porters can use the LoJack dealer app to pinpoint the exact location of vehicles with battery issues and proactively charge them, ensuring there's never an unexpected problem on a test drive and reducing the need for replacement batteries.



4.5
HOURS
FASTER

Streamline Inventory Audits

With LoJack on-board, dealers have reduced 6-hour floor plan checks and audits down to just 90 minutes. With LoJack, dealers never misplace inventory or loaners. With 4-foot accuracy, view the exact location of vehicles by VIN or stock number.

Manage Loaners

Dealers also use LoJack to locate and to monitor mileage on loaners. When a hard cutoff is coming, LoJack dealers can manage the situation with customers ahead of time.

Dealer Group Ready

Enterprise-class features lead to seamless vehicle trades between stores and optics on inventory, car location, test drive, and performance data across your entire group — all accessible with a single login.

“LoJack is a great product! It has helped us manage our inventory and become more effective.”

— David Gonzalez, Sales Manager, Courtesy Chevy

Protect Assets

Theft and fraud are expensive, and in a world where margins are tight, you want to avoid paying out of pocket or filing an insurance claim for stolen inventory. LoJack protects your vehicles and recovers them quickly if stolen. Our dealers even say it saves them money on security systems.

“We’re in a high-crime area. We’ve had roughly 20 cars stolen. LoJack helps me jump on the website, track those vehicles, and recover them with law enforcement.”

— General Sales Manager, Burien Nissan



Recover Vehicles Involved in Theft or Fraud

LoJack Stolen Vehicle Recovery service is best-in-class. Recovery priority is elevated in law enforcement queues through Public Safety Answering Point (PSAP) integration. The result: a 98% recovery rate.



Receive Alerts When Cars Leave Lots After Hours

Improve security and reduce costs with after-hours geofence alerts. Simply set alerts for times when your dealership is closed, then get notified on your phone and in the LoJack web portal if vehicles move off the lot at restricted times.



Recovery Guaranteed Up to \$10,000 Per Vehicle

Dealers who preinstall LoJack on 75% of their vehicles receive up to \$10,000 coverage per stolen vehicle if not recovered in 30 days. Customers who buy 2+ years of LoJack get the same coverage. (Coverage amount can vary by state.)



Over \$8M Recovered

LoJack returned more than \$8 million in stolen vehicles back to dealer lots.



Stolen Vehicle Recovery Hotline

A dedicated stolen vehicle recovery hotline provides a higher level of customer care exclusive to LoJack dealers.

LoJack Engages Consumers

It seems like there's an app for everything, but in today's smartphone culture, do they really get used? LoJack provides Stolen Vehicle Recovery and Connected Car features that help protect vehicles and loved ones via an app that consumers actually use.

Connected Car and Theft Recovery Technology



Stolen Vehicle Recovery

98% recovery rate with an average recovery time of 26 minutes



Vehicle Location

Know where your vehicle is at all times right from your phone



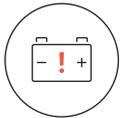
Service and Recall Notices

Keep your car healthy with service reminders, recall notices, and click-to-schedule appointments



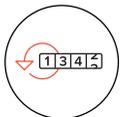
Driving Behavior Alerts

Understand how your vehicle is being driven with alerts for speed and geo-boundaries



Low Battery Alerts

Receive low-battery alerts to avoid getting stranded



Trip History

See a map of where your vehicle has driven including the date, time, and length of each trip



Virtual Glove Box

See your history of service records and maintenance schedules in the LoJack app instead of your glove box



Financial Guarantee

Receive up to \$10,000 reimbursement if vehicle is not recovered in 30 days



Privacy Guarantee

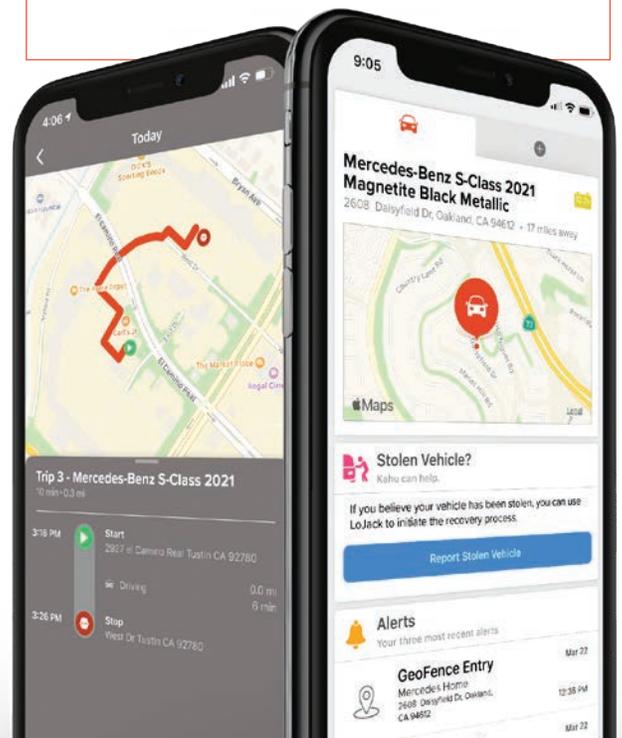
Your data stays private. You control who sees location, history, alerts, and more

High App Usage

The average smartphone user has 90 apps; they use 30 monthly, 10 daily. Consumers average 12 LoJack app sessions per month. Provide your customers with a real value-add they will use.

Frequent New Features

Perpetual development ensures the LoJack app gets updated with new features frequently. Your customers will continue to enjoy new capabilities long after they've purchased LoJack.



COMMUNICATE THROUGH A TRUSTED APP
CONSUMER APP RATING | 4.8 ★★★★★
 +23,000 Ratings

Sales and Marketing Support

LoJack is highly invested in making sure you reach the operational and financial metrics and milestones you want. We work hard to ensure all aspects of LoJack run smoothly whether you're brand new or a long-time customer.

Award-Winning Customer Service

LoJack customer support has been recognized time and again for outstanding achievement, including honors in Sales & Customer Service (Stevie Awards, 2021, 2020, and 2019, Business Intelligence Group, 2020 and 2019) and Customer Service Department of the Year (American Business Awards, 2019; Golden Bridge Awards, 2018; and One Planet Award, 2018).

Dedicated Onboarding Team

Because LoJack impacts every part of a dealership, from F&I to operations, you may be concerned about a disruption in business at rollout. Rest assured, our onboarding team specializes in getting new dealers up and running with award-winning service to make sure deployment and training goes without a hitch.

Hands-On Account Management

We are in it for the long haul. Your sales rep and account manager will make regular onsite visits and virtual check-ins to ensure total satisfaction with LoJack and help maximize your experience through new employee training, refresher courses, and Q&As.

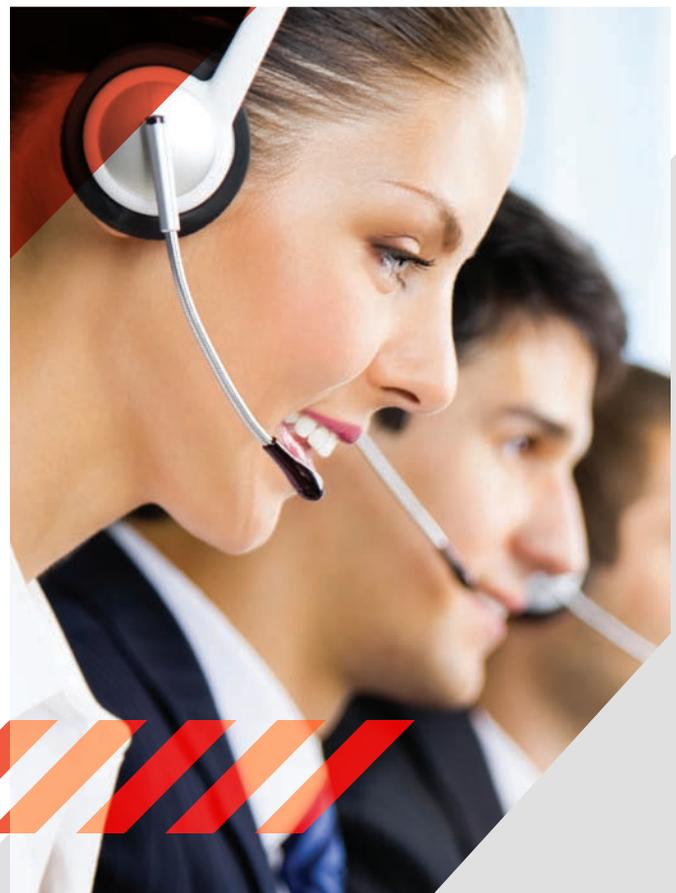
Business Reviews and Health Checks

In addition to training and support, Quarterly Business Reviews and health checks will help ensure your dealership is getting full value and maximum return on investment from LoJack. These meetings include reviewing LoJack performance versus your dealership's goals for revenue, retention, and efficiency.

Marketing Materials

We provide extensive LoJack marketing materials to help your dealership sell:

- F&I sales sheets
- Consumer brochures and display stands
- Signage and advertising material
- Vehicle stickers
- Vehicle car toppers
- Videos for waiting areas



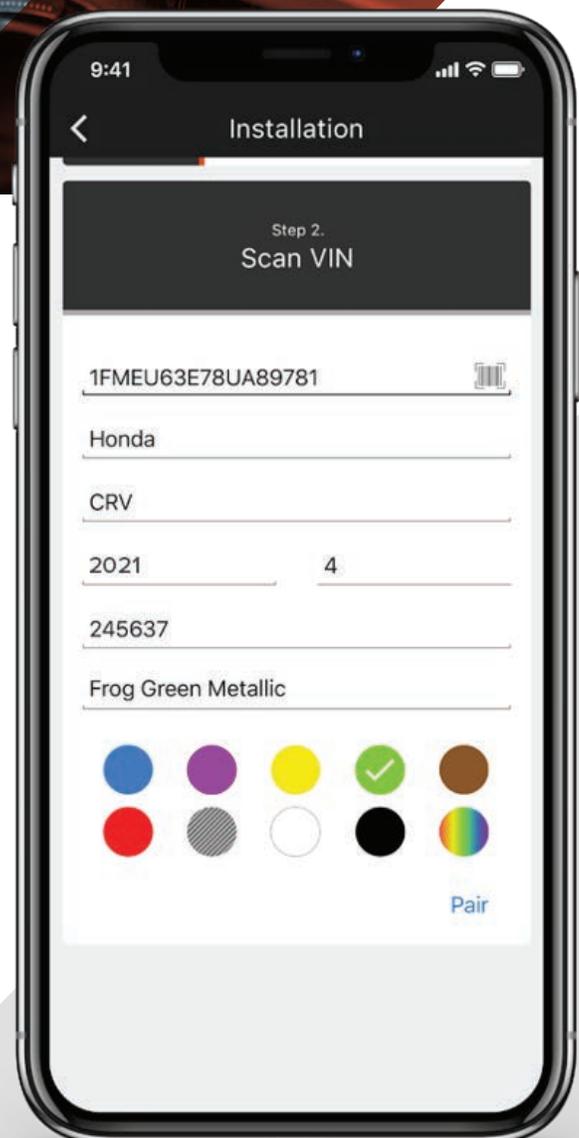
Installation Certification

We provide onsite certification to ensure your technicians are trained correctly and your devices will function properly after install.

Certification Program

The LoJack Dealer Technician Certification Program combines classroom instruction with hands-on training, as well as supplemental online training that can be used as a refresher. In live training, our experts come to you to:

- Lead interactive classroom training with supplemental installation videos
- Coach hands-on buddy training as your technicians perform a complete installation
- Administer a written test to validate your technicians' knowledge
- Certify every technician who completes the course with a Spireon Certified Installer Certificate







To get started with LoJack, visit us at lojack.com
or talk to one of our friendly experts at **877.563.0032**