

## NEWS BULLETIN

### FOR IMMEDIATE RELEASE

#### **LoJack Italia and MotorK Partner To Optimize Dealerships Aftersales With Integrated Customer Experience Platform**

*LoJack telematics data-enabled MotorK platform aims to enhance the entire customer journey  
and  
improve vehicle and road safety*

**Milan, Italy March 26, 2019** – LoJack Italia, a [CalAmp](#) subsidiary and leader in stolen vehicle recovery and innovative connected automotive services, and [MotorK](#), a digital automation service provider for major automotive OEMs and dealers in Europe, today announced a partnership agreement and plans to launch an integrated Customer Experience Platform. The cloud-based digital platform is designed to enhance the customer automotive user experience and strengthen aftersales activities by establishing a real-time, long-lasting digital engagement through the automotive lifecycle to improve vehicle and road safety while building customer loyalty.

With LoJack® telematics data integrated into the MotorK cloud-based platform, dealers of all car brands can assist the customer in the event of a crash or during a breakdown. In the event of a collision, CalAmp's CrashBoxx™ service can provide instant crash alerts including accident location and severity. Dealers can then offer a broad range of time-sensitive support and service to the driver, such as facilitating emergency response, sending a tow truck or arranging repair in their service department.

Customers can also opt-in to allow dealers to receive maintenance alerts about vehicle diagnostics related to the engine, transmission, fluids and other operational performance. They can be proactively alerted when the vehicle is approaching mileage thresholds to arrange a service inspection or tire replacement. With these digital insights, dealers can offer preventative maintenance and repair from their service department to avoid breakdowns, maintain vehicle performance and improve road safety.

"The partnership with MotorK developed out of a strong synergy between two pioneering automation-focused companies looking to offer modern solutions that simplify the sales process and enable dealers to operate more efficiently," said Maurizio Iperti, Managing Director for LoJack Italia. "Our innovative solution facilitates a more profitable and sticky relationship for the dealer with their customer and ultimately improves vehicle safety with proactive maintenance and service that could prevent emergency situations as well as timely outreach services when they unfortunately do happen."

"Our goal is to allow dealers to have all the tools they need to upgrade their business with a single digital solution," said Marco Marlia, MotorK's CEO and co-founder. "We offer them a complete management tool providing leads, sales processes, marketing and aftersales activities that enable better control of business processes, while optimizing sales performance. The partnership with LoJack allows us to offer much richer services to dealers leveraging their comprehensive and proven on-board telematics solutions."

#### **About MotorK**

MotorK is a software company providing in-cloud solutions to automotive car manufacturers, dealers and final customers. The Company was founded in 2010 in Italy by three serial entrepreneurs who are still managing the company today. To date, the Company has 330 FTEs with subsidiaries in UK, France, Spain and Germany. MotorK offers a portfolio of integrated digital products and services designed to support automotive dealers and sales teams in navigating the challenges and seizing the opportunities posed by the



digital economy. MotorK develops and sells two products: DriveK (designed for original equipment manufacturers, OEMs), DealerK (designed for auto dealers) and Internet Motors (digital automotive trainings and events).

#### **About LoJack Italia**

LoJack Italia, a CalAmp subsidiary, is a market leader in stolen vehicle recovery and innovative automotive services in Italy and across the E.U., helping over 9 million people protect their assets and vehicles from theft. We have been active in Italy for 10 years and are undergoing a strong growth phase with more than 230,000 software and service subscribers. Today, LoJack Italia is leveraging CalAmp's telematics technology to create a new level of value for the automotive, insurance, and car rental markets and their end-customers, through easily accessible innovative connected vehicle solutions. For more information, visit [lojack.it](http://lojack.it) or [LinkedIn](#), [Twitter](#), [Instagram](#), [YouTube](#), [LoJack Blog](#)

#### **About CalAmp**

CalAmp (Nasdaq: [CAMP](#)) is a technology solutions pioneer transforming the 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, visit [calamp.com](http://calamp.com), or [LinkedIn](#), [Facebook](#), [Twitter](#), [YouTube](#) or [CalAmp Blog](#).

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