



Spireon's Kahu Named 2018 IoT Innovator in Auto Dealer Management by Compass Intelligence

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Kahu connected car solution recognized for empowering dealers with vehicle telematics data and analytics to increase operational efficiency, customer loyalty and profitability

IRVINE, Calif., Oct. 4, 2018—Spireon, the vehicle intelligence company, was named Internet of Things (IoT) Innovator in Auto Dealer Management by Compass Intelligence for 2018. Spireon was chosen for its leadership in providing new insights to dealers via automotive analytics to enhance dealer operations, customer engagement and profitability with its innovative Kahu offering—the first connected car solution specifically designed for dealerships. The awards comprise 20 IoT innovation categories and are voted on by a team of over 30 independent analysts, editors, consultants and advisors. Spireon's Kahu solution connects any vehicle to Spireon's cloud-based NSpire IoT platform, empowering dealers nationwide with vehicle visibility and actionable data analytics to manage inventory, enrich the consumer purchasing experience, and increase customer loyalty. Standard features like geofencing, speed alerts, battery management and stolen vehicle recovery mitigate risk for dealers and make Kahu a profitable add-on when sold through to consumers. Dealers can also utilize mileage data from customer vehicles post-sale to realize new revenue streams, as they're able to identify and target them for servicing, lease renewals and trade-ins.

"We are honored to receive this recognition from Compass Intelligence as an innovator in delivering new insights and analytics to improve dealer management with Kahu," said Jason Penkethman, chief product and strategy officer of Spireon. "The rapid growth of

Kahu across the country, specifically with the largest dealer groups, is a true testament to Spireon's commitment to advancing the automotive IoT industry with powerful and practical vehicle intelligence solutions."

Kahu includes a GPS device and mobile apps for both dealers and their customers. The solution provides these features and benefits to dealers:

- **Lot Management**—Dealers can easily manage inventory, track specific vehicle location, and see low battery indicators using a mobile phone or tablet, streamlining operations and creating a better buying experience for consumers. Virtual geofences and after-hours alerts allow dealers to identify and recover stolen vehicles within minutes.
- **Dealer Analytics** — Dealers have access to unprecedented insight into test-drive activity, inventory mix and aging inventory compared to industry benchmarks. Analytics data enables dealers to align vehicle inventory and test drives with customer demand and promotions to optimize lot placement and sales.
- **F&I Profit Center**—Kahu offers dealers a high value add-on for consumers who seek peace of mind with a next generation vehicle recovery service and easy-to-use mobile features. From 24/7 vehicle location visibility, so consumers can track their vehicle and family at all times, to smart alerts for speeding and low battery, Kahu is an attractive add-on that safeguards consumers while driving dealer profit.
- **Customer Loyalty**—Kahu uses GPS-based mileage tracking to improve the accuracy of service reminders and increase service retention. Consumers benefit by being able to maximize warranty protection and ensure recommended service intervals are maintained.

This award, bestowed on behalf of Compass Intelligence, adds to Spireon's corporate accolades in 2018, which include: IoT Vehicle Telematics Company of the Year in the 2018 Compass Intelligence Awards, a Silver award in the 2018 Stevie® Awards for Sales & Customer Service, and a Silver for New Product or Service of the Year in the 2018 American Business Awards, awarded to Spireon's NSpire IoT platform.

Kahu will be showcased this month at the Digital Dealer Conference & Expo, booth #523, and Driving Sales Executive Summit (DSES), both in Las Vegas. Additionally, Carla Fitzgerald, Spireon's chief marketing officer, will present at DSES on the **next generation automotive customer lifecycle**, and how connectivity is transforming the buying experience for consumers and dealers. To book a demonstration at either event, please see: <https://pages.spireon.com/kahu-vehicle-intelligence>

To learn more about Kahu features, visit <https://www.spireon.com/kahu/>. Additional information about Spireon's other award-winning products can be found at <https://www.spireon.com/news-and-events/spireon-awards/>.

About Spireon

Spireon, Inc. is North America's leading connected vehicle intelligence company, providing businesses and consumers with powerful insights to track, manage and protect their most valuable mobile assets. The award-winning Spireon NSpire platform supports nearly 4 million active subscribers across the company's growing suite of products for new and used car dealers, lenders and financial institutions, rental car agencies, commercial and local fleet operators, and consumers. Learn more at www.spireon.com.