



For Immediate Release
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Guidepoint Systems Introduces Loaner Vehicle Management Platform

New system helps dealerships reduce costs due to excessive mileage and misuse

FORT WORTH, TEXAS – October 13, 2016 (MEDIAWIRE) – Guidepoint Systems, leading developer of GPS-based vehicle tracking and safety solutions, announced a new platform designed to help dealerships monitor the location and condition of loaner vehicles. The Guidepoint Loaner Vehicle Program leverages the company’s extensive hardware and software framework, empowering dealership personnel to reduce costs associated with excessive use, repairs and maintenance of their loaner fleets.

“It is a big problem with dealerships,” said Tom Gafford, chief technology officer.” Loaner cars go out but don’t come back when expected, and the dealer is in the dark about where the vehicle is and if it’s being misused or driven excessively. This lowers the value when the car is finally sold, and in the meantime increases maintenance costs. We developed the Guidepoint Loaner Vehicle Program to give control back to the dealership.”

Dealership personnel are able to monitor loaner vehicles from a smartphone, PC or tablet using the Dealer Management Tool. Every vehicle shows up on a live map display with location, speed and direction. In addition, the dealership can receive notifications if the battery is low or if the vehicle is driven outside of an area as small as the dealership lot, and review comprehensive reports showing each vehicle’s location and usage history.

The Guidepoint Loaner Vehicle Program is suitable for rental fleets as well. Personnel can instantly locate stranded drivers to send assistance, or be notified if parked vehicles are removed from the rental lot.

Loaner vehicles are equipped with Guidepoint’s GPS-based tracking module, which also connects to the onboard data bus to monitor vehicle health. The modules are rigorously tested to resist electromagnetic interference and maintain connectivity in changing environmental conditions. Once the vehicle is sold, the system converts to a consumer-centric package in which owners receive 24-hour emergency response, theft recovery protection and roadside assistance with a Guidepoint subscription.

As part of the program, dealerships have access to live technical support and account administration support 24 hours a day, seven days a week. Each vehicle is also supported with around-the-clock alert notifications, emergency service dispatch, stolen vehicle recovery and law enforcement assistance.

The Guidepoint Loaner Vehicle Program is available to dealerships in the U.S., Canada and Mexico. For more information, contact Guidepoint Systems at (877) 477-3463 or marketing@guidepointsystems.com.

About Guidepoint Systems

Guidepoint Systems is a pioneer in the telematics industry. Its comprehensive services combine state-of-the-art hardware, software, connectivity and human interaction to deliver a safer and more secure driving experience. Guidepoint maintains its own 24/7/365 response centers in the U.S. and Mexico to deliver a variety of services to vehicle owners, dealerships and commercial fleet managers. Guidepoint also offers OEM-branded, proprietary services through leading carmakers, insurance providers and finance companies. Visit www.guidepointsystems.com or call 1-877-GPS-FIND for more information.

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