



## **Breakthrough Australian Technology Innovation Better Combats Car Theft, Car-Jacking & Road Rage**

- *CarCom offers vehicle importers & consumers premium grade anti-theft protection*
- *Improves passenger safety with one-touch emergency assistance*
- *Delivers on 'connected motoring' vision*

**FOR IMMEDIATE RELEASE**  
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A breakthrough Australian technology innovation that rewrites the standards for vehicle security, driver assistance and passenger protection against car-jacking and road rage is now available to vehicle importers and owners.

The feature-packed CarCom anti-theft system combines advanced in-vehicle telematics, satellite and mobile phone technologies with 24-hour security monitoring to deliver the highest levels of vehicle protection, driver assistance and passenger safety available in Australia.

CarCom services are available across the Telstra GSM Mobile Network and the award winning CarCom Assistance Centre, staffed by highly trained and security cleared call agents, is ready to respond 24 hours a day. CarCom is inexpensive, with a one year subscription available for less than one dollar per day.

CarCom was developed locally by Intelematics Australia, a global leader in telematics development and service delivery, and the Melbourne-based joint venture company of NRMA Member Services and the RACV. CarCom offers vehicle importers and owners access to premium grade services that address key insurer, emergency services and security industry requirements.

CarCom offers an ideal solution for:

- Vehicle importers seeking premium grade anti-theft protection
- Vehicle owners wanting the highest levels of vehicle security, driver assistance & personal safety
- Businesses requiring greater security protection for mobile executives

CarCom set the benchmark for aftermarket tracking systems when launched in 1999 by the NRMA and the RACV. Since then, Intelematics Australia has claimed market leadership as the brand behind Australia's leading GPS-based telematics solutions in both the manufacturer and consumer markets. Intelematics Australia is recognised globally for its innovation and was a Finalist alongside Microsoft, Motorola and OnStar at the industry's premier 'International Telematics Update' awards show in Detroit in 2004 and has been short-listed for a '2005 Australian Design Award'.

Adam Game, Intelematics Australia's chief executive, said the new CarCom raises the bar of what importers, owners and insurers should demand from vehicle security systems and includes critical passenger safety services that provide help in real world situations.

"CarCom addresses many of the safety and security risks associated with motoring today including vehicle theft, car-jacking and road rage, providing owners with peace-of-mind in any motoring situation. At the touch of a button passengers can be immediately connected to emergency assistance via a two-way voice and data link, a critical step towards helping reduce the response time of Police and Ambulance services."

"CarCom has been specifically developed to address the slow adoption by Australian vehicle importers of aftermarket telematics solutions. CarCom provides vehicle importers with a fast-to-market, cost effective and open standards-based telematics solution which is of the highest automotive grade and is engineered to complement a wide range of manufacturers' electronics systems," Game said.

The 2005 evolution of CarCom follows two years of intensive research and development, and leverages more than a \$10M investment. CarCom steps beyond traditional tracking services, representing the Intelematics 'connected motoring' vision.

#### ***Vehicle Security –***

The National Motor Vehicle Theft Reduction Council estimates that Australia has one of the worst vehicle theft rates in the world, with more than 88,000 cars stolen each year. Vehicle theft costs the Australian economy in excess of \$1 billion annually and has resulted in increased insurance premiums.

CarCom can quickly locate, track and assist with the recovery of stolen vehicles and can remotely immobilise a stolen vehicle under police supervision. CarCom offers proactive threat deterrence and has been tailored to Australian insurance requirements, to potentially reduce premiums\* for owners of sports, luxury, classic, off-road and other variants, as well as for younger drivers. Noting industry, government and privacy concerns, CarCom does not allow 'do-it-yourself' tracking or immobilisation.

#### ***Passenger Safety –***

Passenger safety is a priority for CarCom. With the number of car-jackings and road rage incidents on the increase and more than 600,000 reported road crashes in Australia each year, every second saved in emergency services response time becomes vital in saving lives and reducing the consequences of road trauma.

CarCom enhances passenger safety in situations where emergency services are required. Utilising mobile phone (GSM) technology, CarCom's one-touch SOS emergency assistance function immediately connects passengers with emergency service operators. Simultaneously the system transmits a data message (via SMS) pinpointing the vehicle's exact location on digital mapping systems. This passenger safety innovation can potentially shorten emergency services response times to the scene.

#### ***Driver Assistance –***

For owners who accidentally lock their keys inside their vehicle or for those who never open the bonnet to check the battery, CarCom will be of valuable assistance. CarCom's remote unlock feature enables owners to retrieve their keys easily without the embarrassment of calling friends or roadside assistance for help. CarCom also alerts owners if their battery is running low and can connect drivers to roadside assistance providers following vehicle malfunction or break down.

#### ***CarCom Button Pad –***

In collaboration with leading local industrial designer, Catalyst Design Group, Intelematics Australia has created an offering that addresses the challenge of providing a cabin mounted driver interface that is both functional and aesthetic. The button pad is also designed to simplify installation and reduce cabin clutter by including an integrated microphone providing passengers with the ability to speak directly with a CarCom Assistance Centre agent. The button pad has a unique flexible construction enabling it to be mounted on curved surfaces.

#### **CarCom Features:**

- Inexpensive
- Available wherever the Telstra GSM Mobile Network has coverage
- Two-way voice & data communication
- Attractive & unobtrusive slim-line design
- Includes one touch SOS emergency assistance
- Security & malfunction monitoring 24 hours a day
- Network coverage & customer support 24 hours a day
- Battery status monitoring
- Remote unlock

#### ***Pricing –***

A one year subscription to CarCom is \$350.00 or less than one dollar a day including 24-hour security monitoring, assistance and customer support. The system requires an initial service charge of \$1,895.00 for the in-vehicle hardware components.

## Notes for Editors

\* Please refer to your insurer regarding insurance premiums. CarCom does not enter into insurance negotiations.

Images of CarCom and Intelematics Australia management are available by emailing [carcom@gne.com.au](mailto:carcom@gne.com.au) with your request.

To contact CarCom please call 1300 227 266 (1300 CARCOM) or visit [www.carcom.com.au](http://www.carcom.com.au).

### **About Intelematics Australia –**

Established in 1999, Intelematics Australia is an alliance of Australia's leading motoring organisations, NRMA Member Services and the Royal Automobile Club of Victoria (RACV). The company is a global leader in telematics development and service delivery, and focuses on vehicle safety and security systems, in-vehicle information assistance, and travel and entertainment services.

Intelematics Australia creates seamless 'white-label' interface solutions in partnership with Australia's leading automotive manufacturers, importers and aftermarket service providers. The company provides customised services to meet the needs and demands of its customers through a wide range of in-vehicle and other mobile technologies.

Intelematics Australia is a founding member of Global Response – a strategic telematics alliance drawing together the leading automobile clubs in Europe, the United States and Canada. The global alliance draws on the strength of more than 80 million club members worldwide, providing Intelematics with access to shared technology and a connection to consumer, automotive and mobility trends.

The team behind Intelematics is driven by a strong passion for mobility and productivity-related technologies to provide motorists with 'peace of mind' when it comes to their personal safety, the security of their mobile assets and the option to engage via embedded technology providing elements of convenience and productivity.

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