



Connected Vehicles Are They Already Here?

August 5, 2011

Scott Nelson

Director of Business Development

Connected Vehicle Services



A Cross Country Automotive Services Company

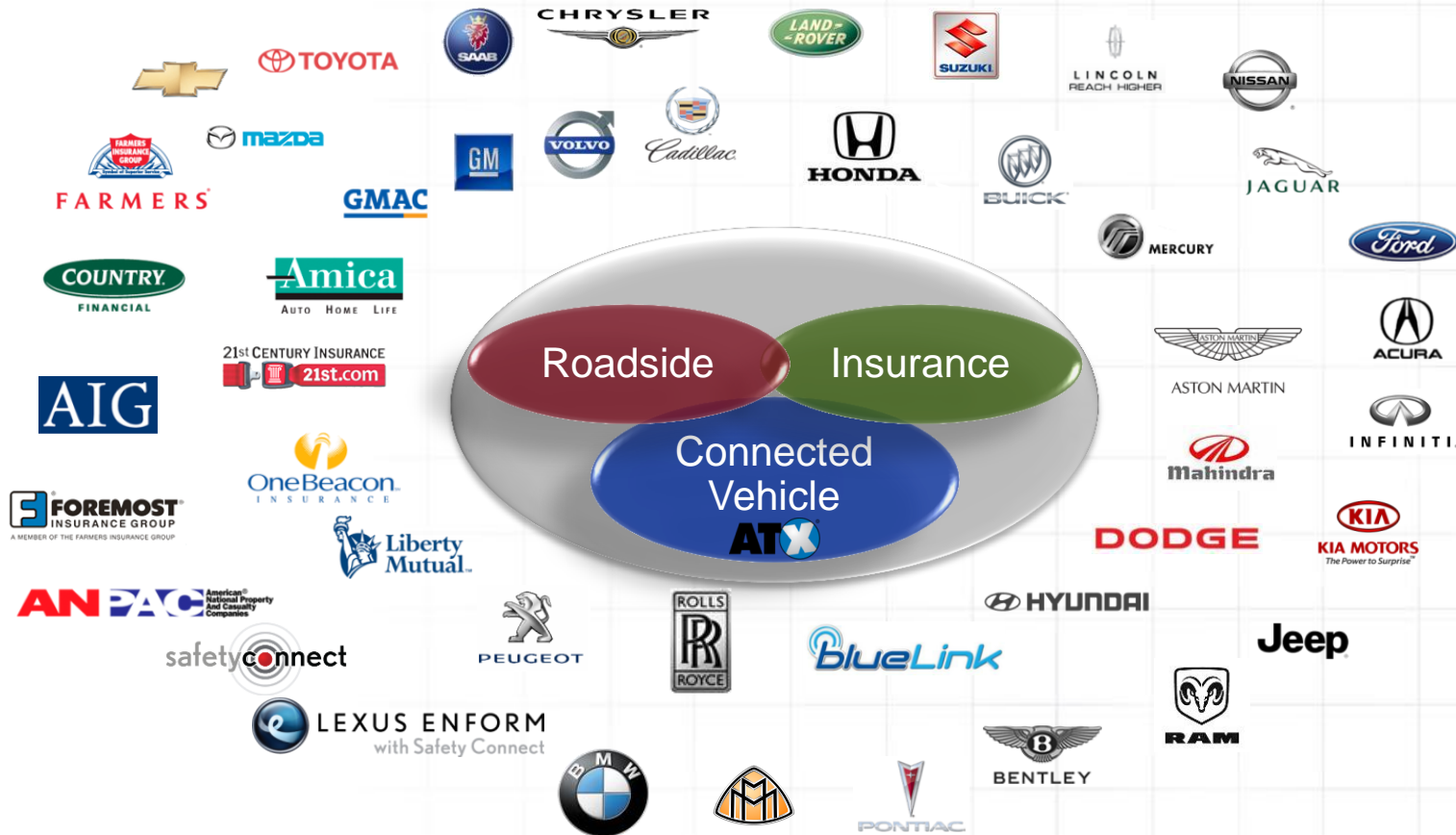
Corporate Overview



A private company, Cross Country Automotive Services was established in 1972, and joined with ATX Group in 2008; the enterprise is headquartered in Boston, Massachusetts and Dallas, Texas, USA

- » The leading provider in North America for OEM's and Insurance
- » Provide client branded services
- » Strong client base and core business
- » 2,300 enterprise employees
- » Over 100 corporate clients and more than 78 million active consumers
- » 12 million requests for services per year
- » North American Network manages over 34,000 independent contractors
- » Over 6 million roadside events per year
- » Over 1.5 million Telematics subscribers
- » Services delivered 24/7/365, managed to SLA's to four-nines.
- » 6 response centers / 4 data centers

Segments & Client Base



ATX – Connected Vehicle Services Business Unit of CCAS
*Delivering cloud-based content and services to OEM vehicles –
promoting safety and relevancy*



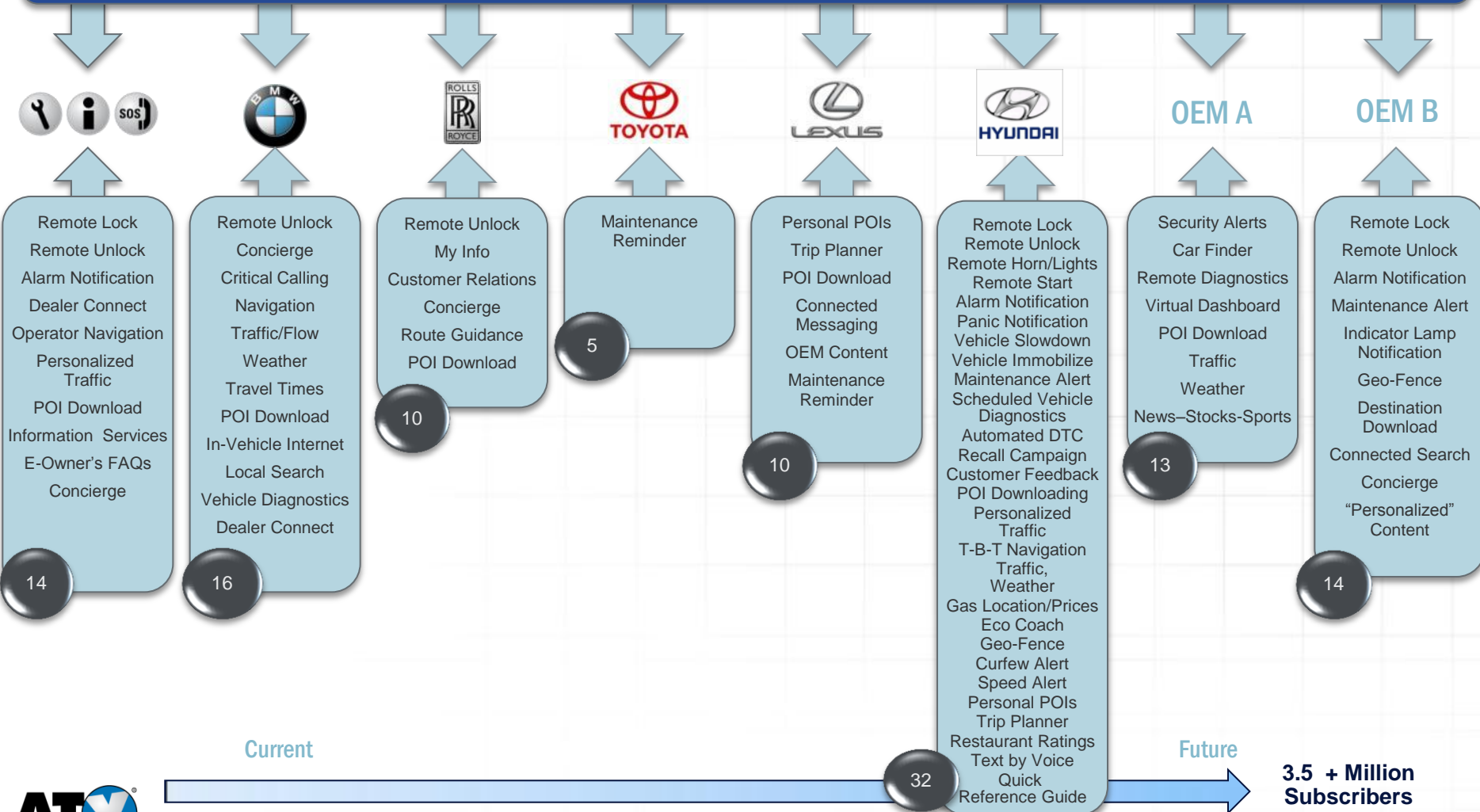
CVS Product & Customers



Safety and Security

Automatic Collision Notification – Emergency, Disaster, and Crisis Assistance – Stolen Vehicle Location – B-Call Enabled

4



Current

Future

3.5 + Million Subscribers



Connected Vehicle Services Example: Hyundai BlueLink



BLUE LINK GUIDANCE

Turn-by-Turn Navigation	Traffic
POI Search by Advanced Voice Recognition System	Gas Station Locations & Gas Prices
POI Search Web Search & Download	Eco-Coach
Daily Route Guidance with Traffic Condition	Restaurant Ratings
	Weather

BLUE LINK ESSENTIALS

<i>Remote Access:</i>	<i>Theft Protection:</i>
Remote Door Unlock / Lock	Stolen Vehicle Recovery
Remote Horn & Lights	Stolen Vehicle Slowdown
Panic Notification	Vehicle Immobilization
Remote Vehicle Start	<i>Safeguard:</i>
<i>Convenience:</i>	Valet Alert
Alarm Notification	Geo-fence
Quick Tips	Speed Alert
Location Sharing	Curfew Alert
Voice Text Messaging	
Service Link	
<i>Vehicle Self Diagnostics:</i>	
Automated Diagnostic Trouble Code Notification	
Maintenance Alert	
Recall Advisor	
Web Vehicle Diagnostics	

BLUE LINK ASSURANCE

Automatic Crash Notification and Assistance, SOS Emergency Assistance, Enhanced Roadside Assistance, Monthly Vehicle Report



PACKAGES BUILD ON EACH OTHER



MOBILE APP



OWNER WEBSITE



CALL CENTERS



IN-VEHICLE

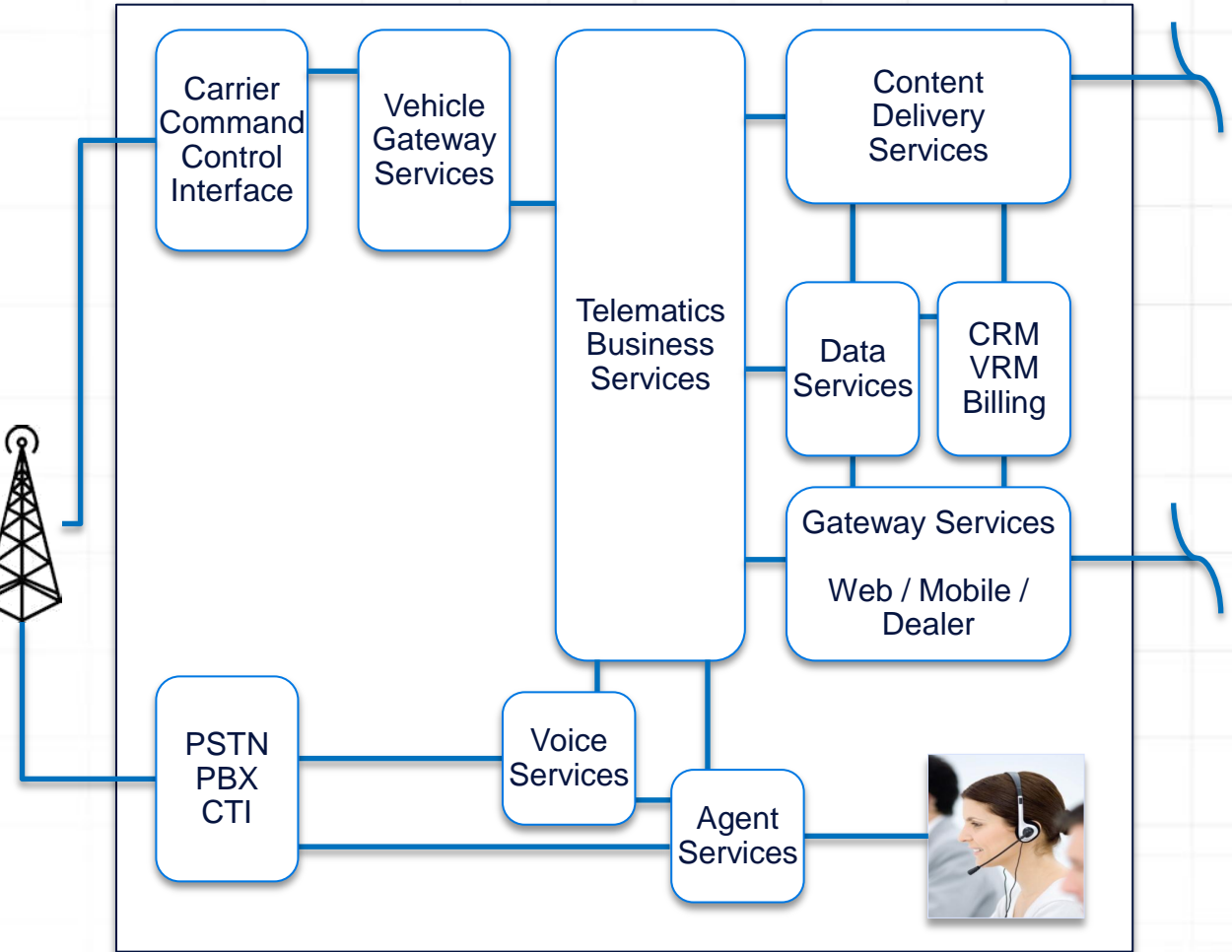
Cloud-Based Platform Connected Vehicle Services



SafetyConnect
+
Lexus Enform



ATX Connected Vehicle Platform



The embedded approach in these programs as well as others such as Hyundai BlueLink, BMW Assist, and our friends, OnStar, ensures a consistent, easy-to-use, reliable customer experience.

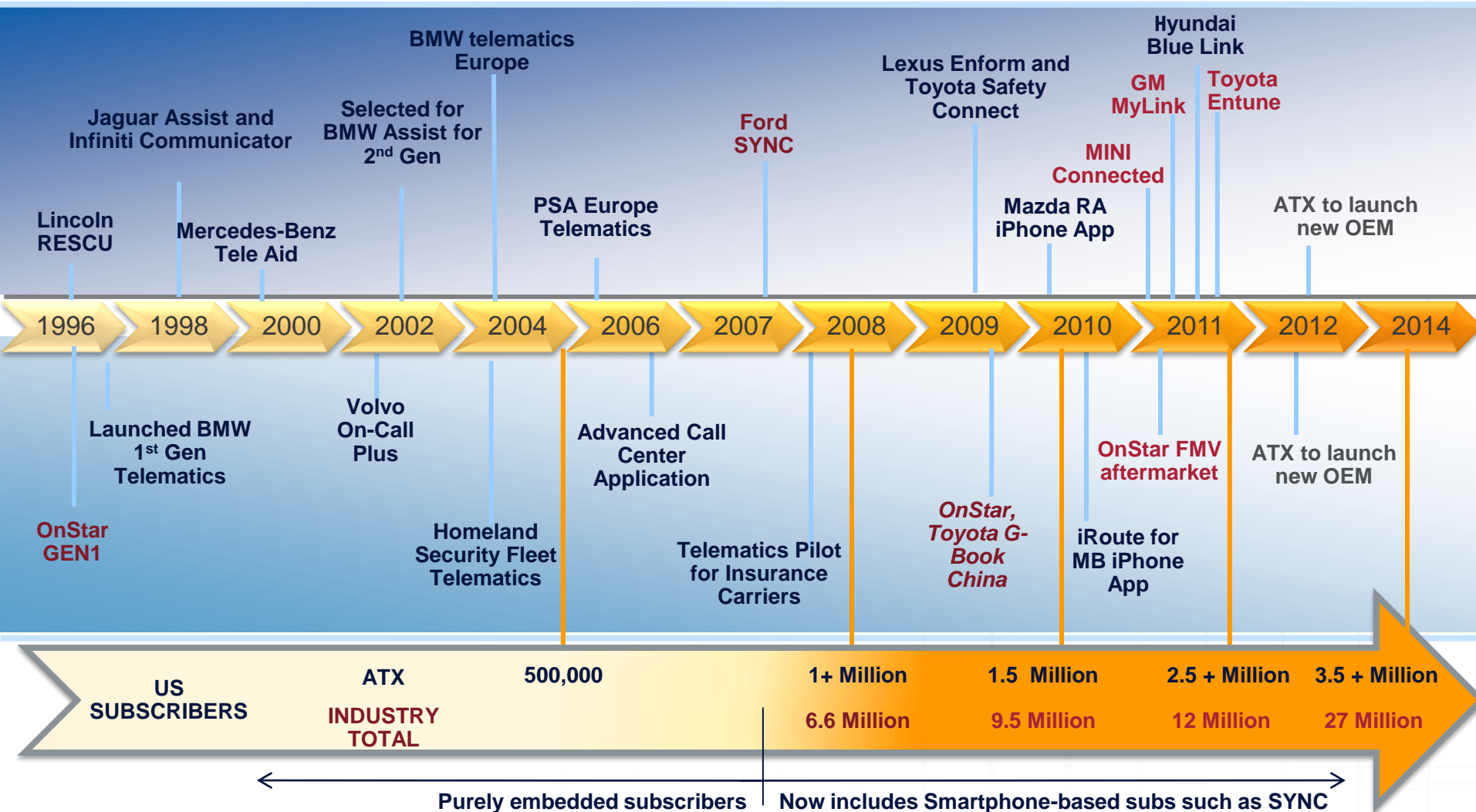




Back to Core Question:

CONNECTED VEHICLES - ARE THEY ALREADY HERE?

Connected Vehicles Here Since 1996



Drivers for Connected Vehicle



» Hardware costs

- Finally reaching the “holy grail” sub-\$100 cost add for connectivity
- Trickle down into volume vehicles

» Service costs

- Significant strides for economical, even profitable programs

» Wireless networks & devices

- Decreased cost for more bandwidth
- 99%+ network coverage and reliability figures
- Innovative connectivity methods using handset (SYNC, Entune, MyLink ...)
- High bandwidth connections being built into vehicles now, enables wonderful new apps and experiences

» Consumer acceptance and demand

- A lot to do with smartphone and app adoption, wanting it in the car
- At acceptable pricepoints

» Legislative / industry /safety

- E-call regulation in Europe
- SVT in Brazil
- Driver distraction
- Electric Vehicles

» Technology up

- Rich web & mobile apps to interact with Connected Vehicle Services
- Voice recognition & synthesis
- Software updateability
- Processing power & memory
- Displays and controls

» CRM / VRM

- OEMs and dealers realizing the value of constant contact with the consumer and the vehicle that Connected Vehicle provides

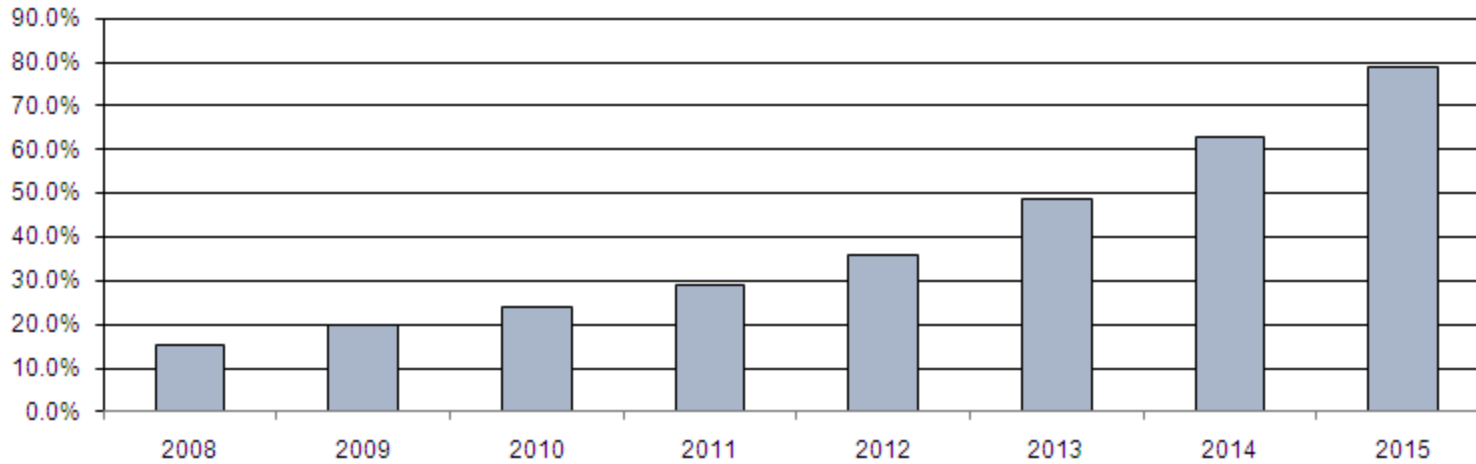


Connected Vehicle

U.S. Penetration Rates & Subs

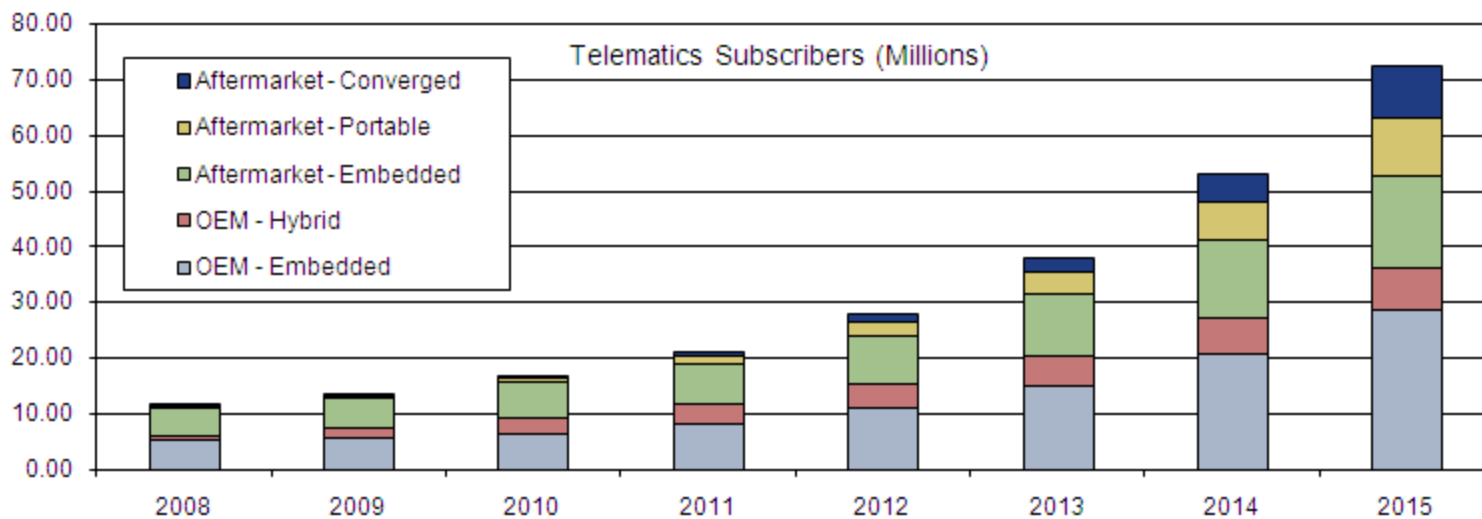


Penetration Rate (%)



*Data courtesy:
ABI Research,
Aug-2010.*

Telematics Subscribers (Millions)



Connectivity Drives Purchase Intent



OnStar is a factor in at least two-thirds of customers' decisions to buy a GM vehicle.

-Chris Pruess, OnStar, May 2010

Connectivity Adds Values to Vehicles: "Ford data analysis indicates that SYNC-equipped models of the 2008 Focus are worth more than those without SYNC. After one year in service, the SYNC-equipped models sell for a \$240 premium on average"

-Strategy Analytics, Mar 2010

One-third of respondents indicated that SYNC played an important role in their purchase decision.

-Ford, press release, Mar 2010

(Hyundai BlueLink drives a) 10%+ increase in vehicle brand purchase consideration.

*-Barry Ratzlaff, Hyundai,
2011 Consumer Telematics Seminar*

In Summary



- » Connected vehicles have been here since 1996
 - Starting with Safety & Security, Guidance, & VIP services
- » The true “Connected Car” has really emerged in 2010-2011 with indications for strong growth in the next decade surrounding
 - In-vehicle applications
 - Entertainment
 - Driving related services
 - Advanced Driver Assistance applications, Vehicle-to-Infrastructure and Vehicle-to-Vehicle
- » Globally
 - U.S. is ahead in Connected Vehicle Application
 - Europe slightly following
 - BRIC markets – prospects for strong growth
 - Suppliers in this market are being asked by OEMs for GLOBAL solutions

THANK YOU!



General inquiries regarding this presentation and topics:

Scott Nelson

Director of Business Development

snelson@atxg.com

(214) 437-1542

Media and Interviews:

Gary Wallace

Vice President, Corporate Relations

snelson@atxg.com

(972) 753-6230

ATX Group, Inc

A Cross Country Automotive Services Company

8550 Freeport Parkway

Dallas, TX 75063

