



When Spireon Speaks ...

Style Guide for the Voice of Spireon

Spireon is one of the fastest growing brands in our industry today. To propel our continued growth, we must protect that brand. That includes protecting the distinctive, identifiable voice we have created for Spireon. This voice must be consistently expressed, cultivated and represented in every communication Spireon has with our customers, partners, as well as our own people.

The following pages are intended to provide a guide on how to communicate the voice of Spireon across all mediums and channels, from web content to white papers, case studies to collateral, blog posts to press releases, video Chalk Talks to trade show booths. Above all, this guide is meant to help each and every one of us become brand ambassadors for Spireon, united in the same voice that speaks to the core identity of our company.

Who Is Spireon?

So what is the voice of Spireon, and how do we best communicate it? To capture the communication style of Spireon, we must first understand who Spireon is and what we stand for as a company and a culture.

An innovator

Innovation is deeply embedded in the DNA of our company and culture. We invest significant resources into research and development to ensure our products continually evolve to meet our customers' needs while leading the industry in introducing game-changing new features and functionality. We also embrace and nurture innovation in our own people. This innovative spirit and energy should come through in our voice and communications.

Passionate

We love what we do. We love creating products and solutions that help our customers do business better. We love solving problems for our customers. We are champions for our customers, and get excited when they succeed. We believe strongly in what we do, and the power of our products to help businesses revolutionize the way they operate. Our passion should be apparent in the way we talk about our products, services, customers, company and industry.



Thought Leaders

We have a strong knowledge base that comes from having the industry's most experienced and talented people on our executive bench as well as on staff. What's more, we share this knowledge with our customers and partners through value-added tools, insights, papers, articles, speaking events, and blogs. We want our customers to turn to us for reliable, current, accurate and insightful information about our industry solutions and the developments that impact it. As such, our communications should speak with confidence, intelligence, and insight.

Collaborative

Our internal culture encourages collaboration. But we also take a highly collaborative approach with our customers and partners. We actively seek their input when developing products and services. We take the time upfront to understand our customers' needs and challenges, to present products and solutions that specifically address those needs and challenges, and provide clear and demonstrable ROI. We collaborate closely with customers before; during and long after our products have been deployed. We roll up our sleeves and get to work alongside our customers to ensure the success of their solutions. When we talk to customers and partners, "we" refers not only to Spireon but to the businesses using our products as well.

People-Centric

Yes, we are a leading-edge MRM technology company. But we understand that the people behind the technology are just as important. We've made an effort to attract and retain the industry's best people. And we treat our customers and partners like people too. We foster relationships built on trust, mutual respect, plenty of face-time, and a personal connection. As such, we must speak to our customers and partners on a conversational level, addressing the customer as "you" and Spireon as "we." Avoid technology-speak that comes across as cold, formal, stilted or too technical. We are approachable, friendly, and as easy to understand as our products — while still being professional. Much like Coach Joe Gibbs himself.

Nimble

Our technology is nimble. We can add the features and functionality our customers need on the fly, allowing them to respond to new opportunities and take advantage of emerging technologies. But we as a company are nimble as well. We anticipate and respond to developments in our customers' markets. We're also nimble in our responses to our customers



themselves — providing around-the-clock customer support, same-day shipping, and instant access to critical data. As a result, we enable our customers to be nimble and agile as well. This agility should be evident in our communications, through quick, clever headlines and copy that's as fun to read as it is informative.

What We Do

The voice of Spireon is informed by what we do, as much as who we are. Here are the key areas of competencies for our company, and how we talk about what it is we do.

M2M Leader

Spireon is one of the fastest growing M2M intelligence companies in the industry. We're delivering the promise of M2M to revolutionize the ways companies leverage their mobile assets to make better, faster, smarter business decisions. Spireon's families of solutions are built on our award-winning NSpire M2M Business Intelligence Platform. A highly scalable Software-as-a-Service (SaaS) environment that supports over 1.5 million active subscribers, NSpire delivers the reliability, high service availability, data speeds and robust security needed to keep customers continually connected to their real-time data.

Rich Data Into Real Intelligence

Spireon's cloud-based solutions capture an unprecedented level of rich data from mobile assets, and then transform this data into meaningful, actionable business intelligence. This intelligence is served up to customers via easy-to-use and intuitive, web-based dashboards, analytics, reports and alerts that power more profitable business decisions.

Multi-Vertical MRM

Spireon's trusted brands include vertical-specific solutions for the trucking, transportation and logistics industry; the enterprise fleet market; the local fleet market; and the automotive finance industry. Spireon's FleetLocate® Asset & Trailer Intelligence solution includes fleet telematics products designed for trucking and transportation businesses operating powered and unpowered trailers and assets. FleetLocate® Enterprise Fleet Management meets the needs of enterprises with large, geographically disperse mobile workforces. FleetLocate Local Fleet Management connects small businesses operating localized fleets of under 15 vehicles to affordable and simple enterprise-grade fleet management. Available through Spireon's preferred reseller network, VehiclePath provides cost-effective fleet management for local fleets.



For the automotive finance industry, Spireon offers GoldStar CMS, EnfoTrace GPS and LoanPlus CMS. Designed for automotive dealerships looking to grow their subprime automotive lending business, GoldStar CMS and EnfoTrace GPS allow dealerships to say yes to more customers with greater confidence and lower risk. Developed for automotive lenders, banks and credit unions, LoanPlus CMS increases the profitability of subprime automotive lending while reducing the risk.

Our solutions are built on the same powerful technology platform that allows us to easily and quickly accommodate the varying needs and challenges of the different verticals we serve. We have the ability to adept quickly to ever-changing market dynamics without having to re-engineer our products from the ground up.

GPS-Based Telematics Products

Spireon's solutions are built on road-tested, patented GPS telematics technology that meets and often exceeds all the appropriate certification and licensing requirements. With over 1.5 million units shipped to date, our GPS vehicle tracking and fleet management products are among the best selling and highest performing in their markets.

A True Partner

Spireon is not just a vendor. We don't simply provide our customers with a GPS device and web-based system then leave them alone to install, implement, and use it. We provide a complete end-to-end solution that begins with understanding our customers' unique requirements, goals, challenges and environment, and designing a product that specifically addresses them.

We support our customers through the development, installation and deployment of their solution; train their people on how to maximize that solution; and provide continual support through a Dedicated Customer Account Manager and 24/7-customer service. We build long-term relationships with our customers, providing ongoing recommendations and product refinements that ensure their investments continue to generate a return.

What We Do For Our Customers

In any communication we develop for Spireon, we should focus not just on what we do, but what we can do for the customer. While it's important and impressive to list the features and functionality of our products, we must be sure to communicate how those features and



functionality benefit the companies using them. We must articulate the value to our customers and their business in the most direct, specific, and personable way possible.

For example:

Feature: Real-Time Data

Benefit: Spireon connects you to real-time data that allows you to know the exact location, movement and status of your mobile assets and workforce. This instant access to real-time data enables you to make better business decision based on the most current and accurate information available.

Feature: Intuitive dashboards, analytics, reports and alerts

Benefit: Spireon captures a wealth of rich data, and then serves this data up as meaningful, actionable business intelligence via easy-to-understand web-based analytical tools. Within a matter of clicks, you'll see exactly the information you want to see, right on your desktop, laptop, tablet or smartphone. This critical business information — literally in your hands — provides invaluable visibility into your business performance.

Feature: Award-winning NSpire M2M Business Intelligence Platform

Benefit: Built in a highly scalable cloud-based environment, our award-winning NSpire M2M Business Intelligence Platform delivers the reliability, high service availability, data speeds and robust security that keeps you connected to your critical data in real time. So you'll have instant access to the data you need, right when you need it.

Feature: Robust Reports

Benefit: Our comprehensive suite of reports puts powerful business insight just a few clicks away. Choose from a selection of standard reports, or easily customize reports to reveal precisely the information you want, and make sure the right person is seeing the right intelligence in the right format at the right time.

Feature: Exception-based Alerts

Benefit: Know when something out of the norm happens, the instant it happens, so you can take immediate action. Automated alerts trigger instant notifications sent to you via email and text message on your smartphone or other mobile device, the moment an event happens. You define the event, and determine who sees the alert.



Feature: Geofencing

Benefit: Easily set up geographic boundaries around a specific landmark or area, and then receive alerts the instant a mobile asset enters or leaves this boundary for enhanced tracking and monitoring.

Feature: CDMA Technology

Benefit: Powered by the latest CDMA cellular technology, Spireon solutions run on the nation's largest and most reliable networks to ensure the widest possible coverage and always-on connection. So you'll always have access your critical data, even in remote areas.

Feature: GPS devices

Benefit: Designed with a thin profile, Spireon's GPS devices are easy to install and difficult to detect by would-be tamperers. Resistant to removal and tampering, our ruggedized GPS devices are also resistant to extreme heat, cold, moisture, and dust ensuring reliable operation in the roughest environments.

Big-Picture Benefits

Whenever possible and appropriate, weave high-level value propositions throughout your Spireon narrative. Continue to remind your reader why and how customers benefit from choosing Spireon's solutions. Here are the key messages in Spireon's story.

- Make faster, smarter, more profitable business decisions
- Maximize the performance/utilization of your mobile assets/workforce/fleet
- Increase your efficiencies and productivity
- Automate time-consuming, error-prone manual tasks
- Know exactly where your mobile assets/vehicles/workforce are at any given time
- Reduce waste and costs
- Modify driver/borrower behaviors
- Enhance customer service and satisfaction
- Capture more opportunities for increased revenue
- Do more with fewer assets/vehicles

High-Level Benefits Specific to FleetLocate Asset & Trailer Intelligence

- Increase trailer utilization
- Optimize trailer pools



- Increase turns per trailer
- Reduce trailer inactivity
- Automate and improve the efficiencies and accuracy of yard checks
- Perform more effective and timely PM
- Change detention behavior and improve detention billing
- Know when your trailers are loaded and unloaded
- Improve customer service
- Enhance driver satisfaction
- Easily integrate with your current trucking systems

High-Level Benefits Specific to FleetLocate Enterprise Management

- Improve the efficiencies and productivity of dispatch and drivers
- Identify the most efficient routes and redirect drivers on-the-fly
- Meet service level agreements and improve customer satisfaction
- Increase turns per vehicle and drive more revenue
- Reduce costs related to fuel consumption and vehicle wear-and-tear
- Improve driver safety, and reduce risk, liability, and insurance premiums
- Promote route compliance and eliminate fraud
- Increase the accuracy of payroll and billing

High-Level Benefits Specific to FleetLocate Local Fleet Management/VehiclePath

- Improve the efficiencies and productivity of dispatch and drivers
- Identify the most efficient routes and redirect drivers on-the-fly
- Improve on-time arrivals and customer satisfaction
- Reduce costs related to fuel consumption and vehicle wear-and-tear
- Improve driver safety, and reduce risk, liability, and insurance premiums
- Eliminate vehicle misuse
- Increase the accuracy of payroll and billing

High-Level Benefits Specific to GoldStar CMS and EnfoTrace GPS

- Say yes to more customers
- Expand your loan portfolio
- Grow your subprime automotive lending business



- Reduce your risk and protect your vehicle assets
- Reduce defaults and delinquencies
- Reduce costs and time associated with repossessions
- Track vehicle location and movement in real-time
- Help customers rebuild credit and become higher-value car buyers
- Improve your collections
- Verify STIPs

High-Level Benefits Specific to LoanPlus CMS

- Say yes to more borrowers/members
- Expand your loan portfolio
- Grow your subprime automotive lending business
- Reduce your risk and protect your vehicle collaterals
- Reduce defaults and delinquencies
- Reduce costs and time associated with repossessions
- Track vehicle location and movement in real-time
- Help borrowers/members rebuild credit and reach financial goals
- Improve borrower/member communications
- Improve the efficiency and productivity of your collections department
- Improve the way you manage your collateral

Spireon Differentiators

While we definitely want to focus on the value and benefits we bring to our customers, we should also reinforce Spireon's unique strengths and differentiators whenever appropriate. These answer the question on every customer's lips: "Why Spireon?"

Commitment to innovation: We invest heavily in research and development as well as actively seek our customers' input to continually refine and evolve our products.

Seamless distribution: Our powerful vertical distribution networks allows us to drive down costs and pass the savings onto our customers, as well as quickly fill orders — often with same-day shipping.



Industry expertise: Our leadership team is comprised of experienced veterans in the automotive and telematics industries. We've also structured our company to provide vertical-specific departments who understand the unique needs of the industries we serve.

Road-tested technology: Our GPS technology is patented, licensed, certified, and proven to work. We've delivered over 1.5 million units to date. Our solutions also adhere to stringent guidelines and mandates for data protection, uptime and privacy.

Financial stability: We are one of the industry's fastest growing companies, with a strong customer base and the solid financial footing you want in a long-term partner. Backed by one of the nation's leading investment firms, we manage our finances wisely while investing in high-growth strategies.

Demonstrable ROI: Return on investment is engineered into every Spireon solution. We collaborate with our customers to develop ROI models that project returns in specific operational and business areas with quantifiable metrics attached to those returns. We continue working with our customers as partners to ensure a rapid and continual return on their investments.

Integration-ready: Built on an open platform, Spireon solutions integrate seamlessly with other applications and systems commonly used in the industries we serve while allowing us to easily and quickly add features and functionality on the fly. This protects and extends the value of our customers' existing investments, while ensuring a future-proof solution that will never become obsolete.

World-class customer support: Our customer service and support is unparalleled in our industry. We support our customers' continued success with world-class customer service available 24/7, including a dedicated Customer Account Manager assigned to each customer. We also provide professional installation services, training, and a knowledge center.

How We Talk About JGR

Spireon has a unique partnership with Joe Gibbs Racing (JGR) and its owner Coach Joe Gibbs. Coach Gibbs is the recognizable spokesperson and face of Spireon. His voice is often intertwined with our corporate voice. Whenever possible, we should leverage this relationship in Spireon communications to build this recognition. Here's how we talk about our partnership with JGR and Coach Gibbs.



The Right Team for Your Rich Data

When it comes to optimizing your mobile assets and workforce, you need the right team to capture and translate your rich data into actionable business intelligence. That winning team is Spireon® and Joe Gibbs Racing (JGR).

Three-time NASCAR champions, JGR is owned and guided by former Super Bowl-winning Coach Joe Gibbs, who knows the value of complete visibility on the playing field, on the track and in business. JGR relies on Spireon's solutions to capture a wealth of rich data about its fleet of haulers and vehicles, and then deliver this data as meaningful intelligence that drives a winning performance.

Spireon: Connecting Customers to Their Rich Data

JGR chose to partner with Spireon because of the company's commitment to connecting its customers to their rich data in real time. A leading innovator of Machine-to-Machine solutions that transform rich data into real intelligence, Spireon brings in-depth industry experience, patented technology, exceptional customer support, and financial stability to its family of M2M products.

Together, Spireon, FleetLocate and JGR are helping companies maximize their mobile assets and workforce for increase business performance and profitability.