



Make Every Car  
More Profitable  
A Smarter Add-On

- Introducing Kahu
- Profit Center
- Service Retention
- Inventory Management System
- Protect Your Assets
- Kahu Technology
- Kahu For Your Customers
- Sales & Marketing Support
- Installation Certification

**kahu**  
by Spireon

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# About Spireon

Spireon, Inc. is the industry's leading open connected vehicle company, providing businesses and consumers with powerful Big Data insights to track, manage and protect their most valuable assets. The award-winning Spireon NSpire open platform delivers rich information from any GPS connected vehicle or asset, converting that information into actionable insight. Headquartered in Irvine, CA, Spireon's open connected vehicle platform now supports more than 3 million active subscribers across the company's growing suite of product offerings for new and used car dealers, lenders and financial institutions, rental car agencies, insurers, consumers, and fleet, trailer and asset management companies.

**Learn more at [www.spireon.com](http://www.spireon.com)**



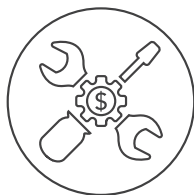
# Connected Car Technology Built for Dealers

Kahu is the dealer's new Connected Car solution that makes every car that drives off the lot more profitable. Built on Spireon's industry-leading GPS and telematics platform, it's a smarter add-on that allows dealers to add profit, grow service retention and manage inventory.



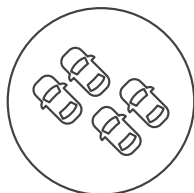
## Add Profit to Every Vehicle

- Non-cancellable F&I revenue
- Bring customers back for return service
- Sell easily – high value-add for customers
- Low upfront investment
- Accelerate sales with ongoing Spireon consulting and marketing tools



## Grow Service Retention

- Improve accuracy of service reminders with GPS-based mileage
- Set service alert reminders based on mileage
- Maximize service under warranty
- Monitor lease mileage



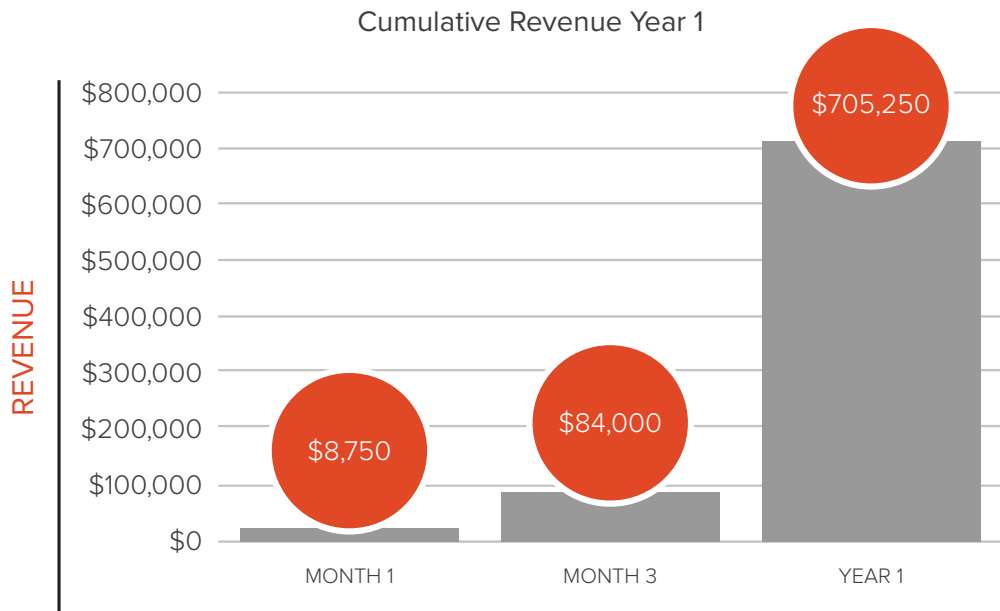
## Improve Lot Management

- Inventory management
- 24x7 GPS location and Stolen Vehicle Recovery
- On/off lot visibility
- Low battery alerts
- Speed alerts
- Find It app for sales associates

# Profit Center

From non-cancellable F&I profit to service retention, Kahu can be a money maker for your dealership. On average, Kahu dealers sell Kahu on 1 out of every 3 vehicles. Some even reach 8 out of 10.

## Revenue Potential



### Assumptions:

- Vehicle Inventory: **500**
- Monthly Vehicle Sales: **250**
- Kahu Sell Through Rate: **50%** with a 3-Month Ramp-Up Period
- Average Profit Per Unit Including COGS: **\$615**

## Tips from Top Kahu Dealers



1. Top Down Approach: GM and GSM need to push Kahu sales from top down
2. Compensation: SPIF sales, desk and F&I so everyone is working together on the sale
3. Use the Find It app: Seed the sale early -- have sales show customers how they locate test drive vehicles on the Kahu Find It app.
4. Marketing Signage: Use Kahu marketing material throughout your dealership and in vehicles to drive interest.



# Service Retention

Typically the most profitable portion of any dealership, it's important to drive return service to build profit and customer loyalty. Kahu is the only Connected Car and Stolen Vehicle Recovery tool that gives dealers insight into customers.

## Benefits of Mileage Alerts

- View actual GPS-tracked miles to send more accurate service reminders
- Help customers keep vehicles under warranty and maximize service
- Keep track of lease customer mileage thresholds

## How Mileage Alerts Work

1. Set mileage thresholds by vehicle type
2. Set alert frequency
3. Receive alerts when customers are nearing thresholds
4. Use alerts to more accurately reach out to customers for return service

”

Visibility into actual miles helps prevent guestimation so you know when to present service specials to bring customers back.

– Jon Hansen  
General Sales Manager  
Burien Nissan

# Inventory Management System

Once installed on all of your vehicles, Kahu becomes an inventory management tool that can help you find and locate cars, avoid manual lot checks and even reduce insurance costs because it includes theft recovery.

## Key Features include



**24x7 Location:** Pinpoint the location of your vehicles to reduce manual lot checks and time spent managing inventory.



**On/Off Lot Visibility:** See the exact location of vehicles including dealer trades, extended test drives, possible stolen vehicles and loaner cars.



**After-Hours GeoFence Alerts:** Catch theft early. Get notified if vehicles leave lots after business hours.



**Low Battery Alerts:** Quickly identify and proactively manage vehicles with low batteries to make sure they are ready to test drive.



**Find It App:** Enable your sales team to quickly locate a vehicle via their smartphone by entering the last 6 digits of the VIN.

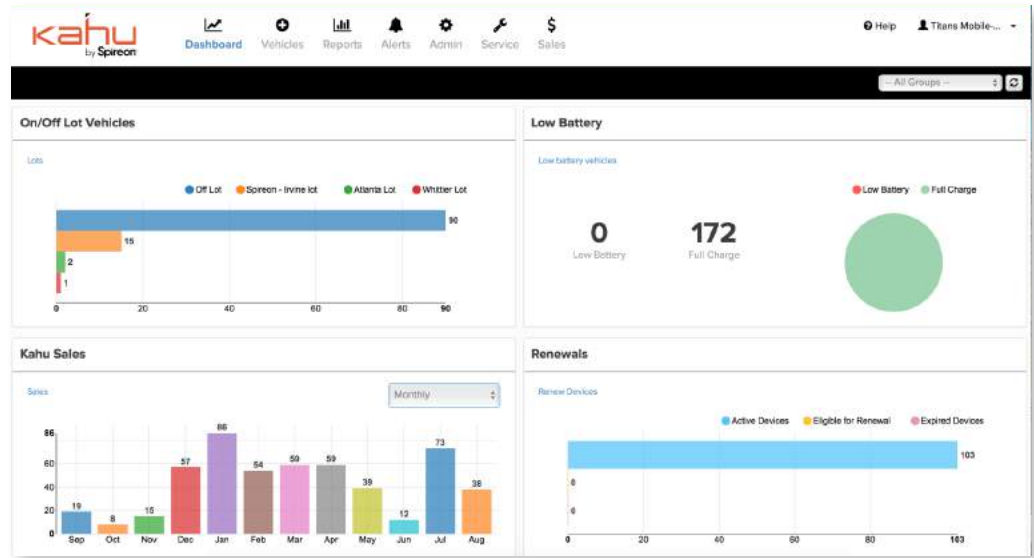
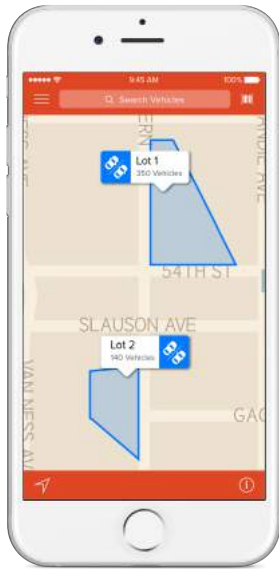
## Floor Plans Checks that Took 6 Hours Take 90 Minutes

“I have used Kahu as an inventory management system for over three years and the results have been fantastic. Floor plan checks that took over 6 hours now take less than 90 minutes which frees up my accounting department to accomplish the most important task at my store; ensuring title work is completed, getting deals funded and making sure all financial obligations are met.

The low battery alerts have eliminated the replacement of batteries and the find it feature allows my sales department to locate the vehicles quickly which has cut my total transaction time down to less than 3 hours. Additionally it has served as a large profit center for my business and keeps my service department engaged with our customers. Kahu is an invaluable business partner!”

- Rick Meewes, General Manager, Arrowhead Cadillac





Once installed on all of your vehicles, Kahu becomes a tool that helps manage inventory via app or desktop.

## Protect Your Assets

Dealerships are not immune to auto theft, and Kahu provides Stolen Vehicle Recovery service that protects your inventory and often comes with insurance discounts. If a vehicle is stolen, simply contact Kahu’s call center, and we will work with law enforcement to recover it.



**1.** Install Kahu on all vehicles



**2.** Set GeoFence alerts for the times your dealership is closed



**3.** If an after-hours alert is received, contact law enforcement and Kahu



**4.** Kahu will work with law enforcement to pinpoint and recover your vehicle



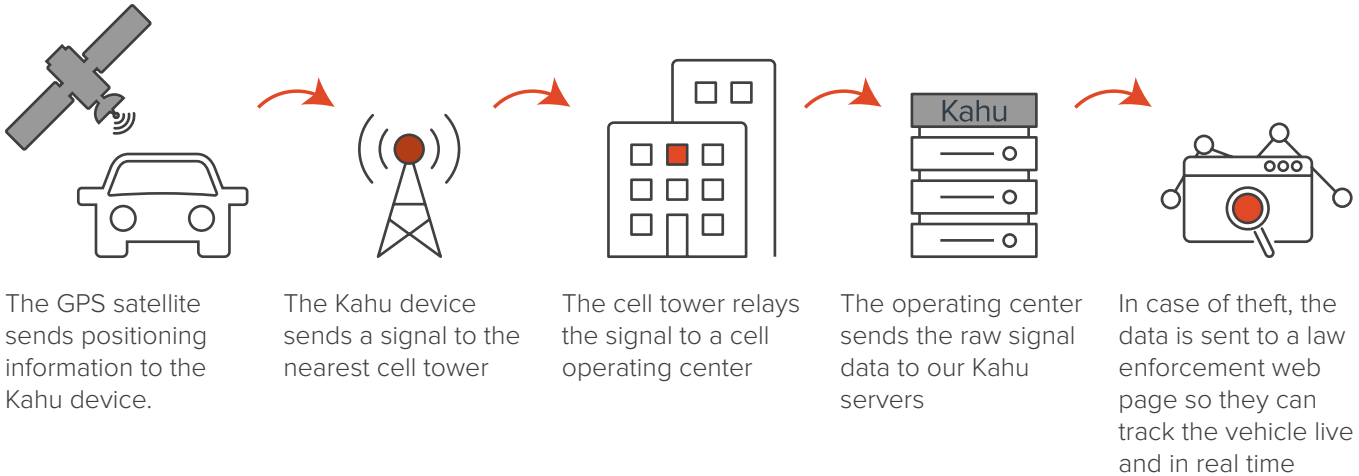
We’re in a high crime rate area. We’ve had roughly 20 cars stolen. Kahu helps me jump on the website, track those vehicles and recover them with law enforcement.

– Jon Hansen, General Sales Manager. Burien Nissan

# Kahu Technology

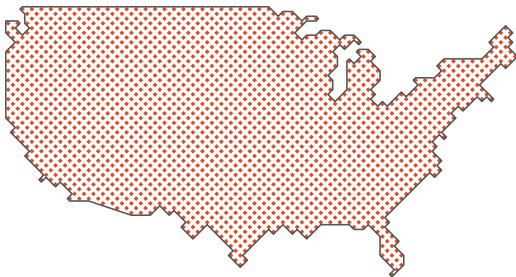
## How the Kahu Module Works

The communications module in the vehicle is equipped with both Global Positioning System (GPS) and Cellular technology which allows Kahu's servers to determine the exact location anywhere in the U.S. so long as a cellular signal is available and the module is operating properly.

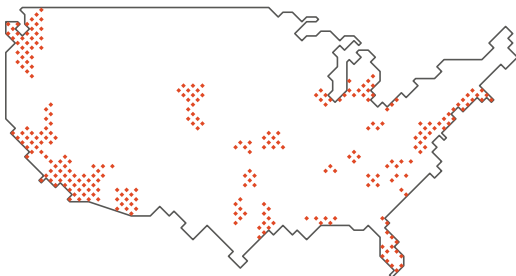


Unlike other stolen vehicle recovery solutions, Kahu provides unprecedented coverage.

### Kahu Coverage Area



### Competitor's Coverage Area

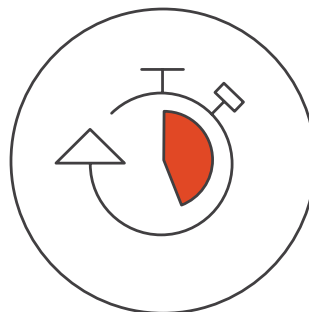


## Stolen Vehicle Recovery

Kahu uses this technologically advanced device merged with PSAP (Public Safety Administration Program – 911) software to recover stolen vehicles FAST.



**98% Recovery Rate**



**26 Minute Average Recovery Time**



# Kahu For Your Customers

The core of Kahu’s value for your customers is Connecting and Protecting their vehicles and loved ones. Kahu helps provide peace-of-mind that loved ones can be located and are driving safely and that vehicles are where they should be.



### Connected Car App

Pinpoint your car, view alerts, battery status and more via the Kahu mobile app



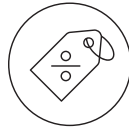
### No Hidden Fees

One time purchase of device, no subscription fees. Full transferable if vehicle is sold.



### 24x7 Theft Recovery Concierge

We work with law enforcement to recover your vehicle if it is stolen.



### Insurance Discounts

May lower insurance costs. May lower insurance costs due to Stolen Vehicle Recovery service.



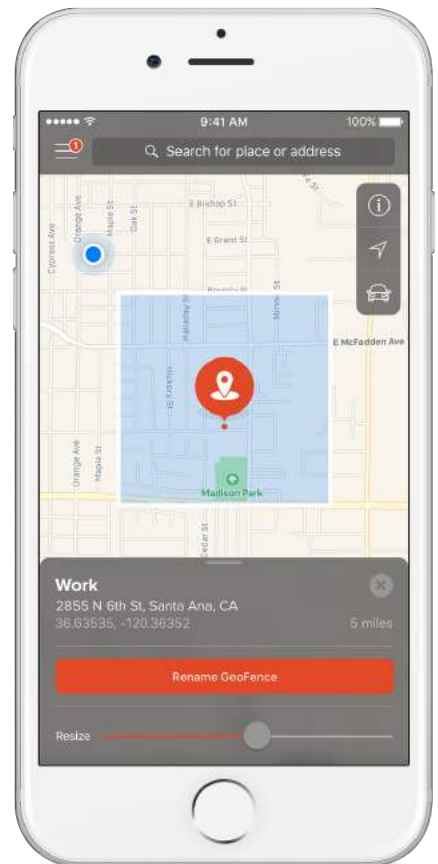
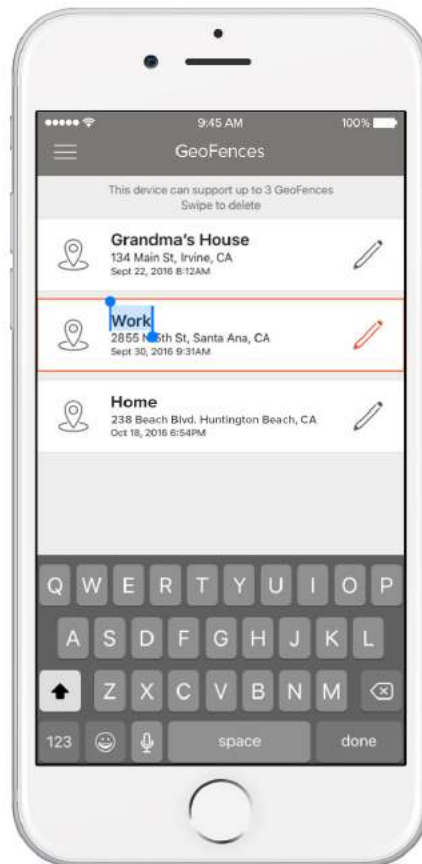
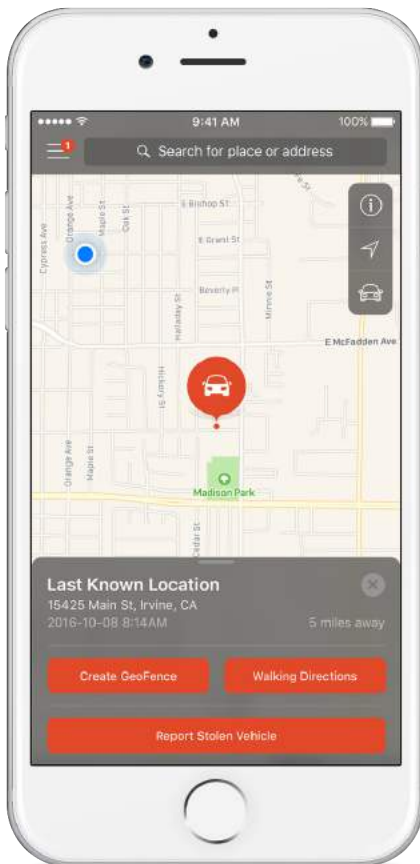
### Real-Time Alerts

Understand how your vehicle is being driven with alerts for speed and boundary



### Financial Guarantee *(optional)*

Receive up to \$5,000 reimbursement if vehicle is not recovered in 30 days.



# Sales And Marketing Support

## Training and Sales Coaching

Your Regional Sales Director will provide initial training including how to use and sell Kahu. In addition, in 2017, we will implement supplemental online training to help new employees get up-to-speed.

## Supplemental Online Training – *coming soon*

- F&I: Recommendations for how to position with other add-on services, how to demo, how to overcome objections
- Sales Associates: How to use the Find It app to locate a car for a customer, how to answer customer questions about Kahu
- Inventory Management: How to utilize inventory management and stolen vehicle recovery features at your dealership

## Marketing Materials

To help make you as profitable as possible, we provide the following marketing tools free of charge:

- F&I sales sheets
- Consumer brochures and display stands
- Signage and advertising material
- Vehicle stickers
- Vehicle hang tags
- Videos for your waiting areas

# Installation Certification

We provide an on-site certification course to help ensure your technicians are trained correctly and that devices are functioning properly.

## **Certification Includes**

The Kahu Dealer Technician Certification Program combines in-person classroom with hands-on training. Our experts come to your dealership and conduct the following:

1. Interactive classroom training that includes videos of our expert performing an installation.
2. Hands-on buddy training. Our expert will watch and coach as your technicians perform installations from beginning to end.
3. Written test to validate your technicians' knowledge.
4. Spireon Certified Installer Certificate for every technician who completes the course



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