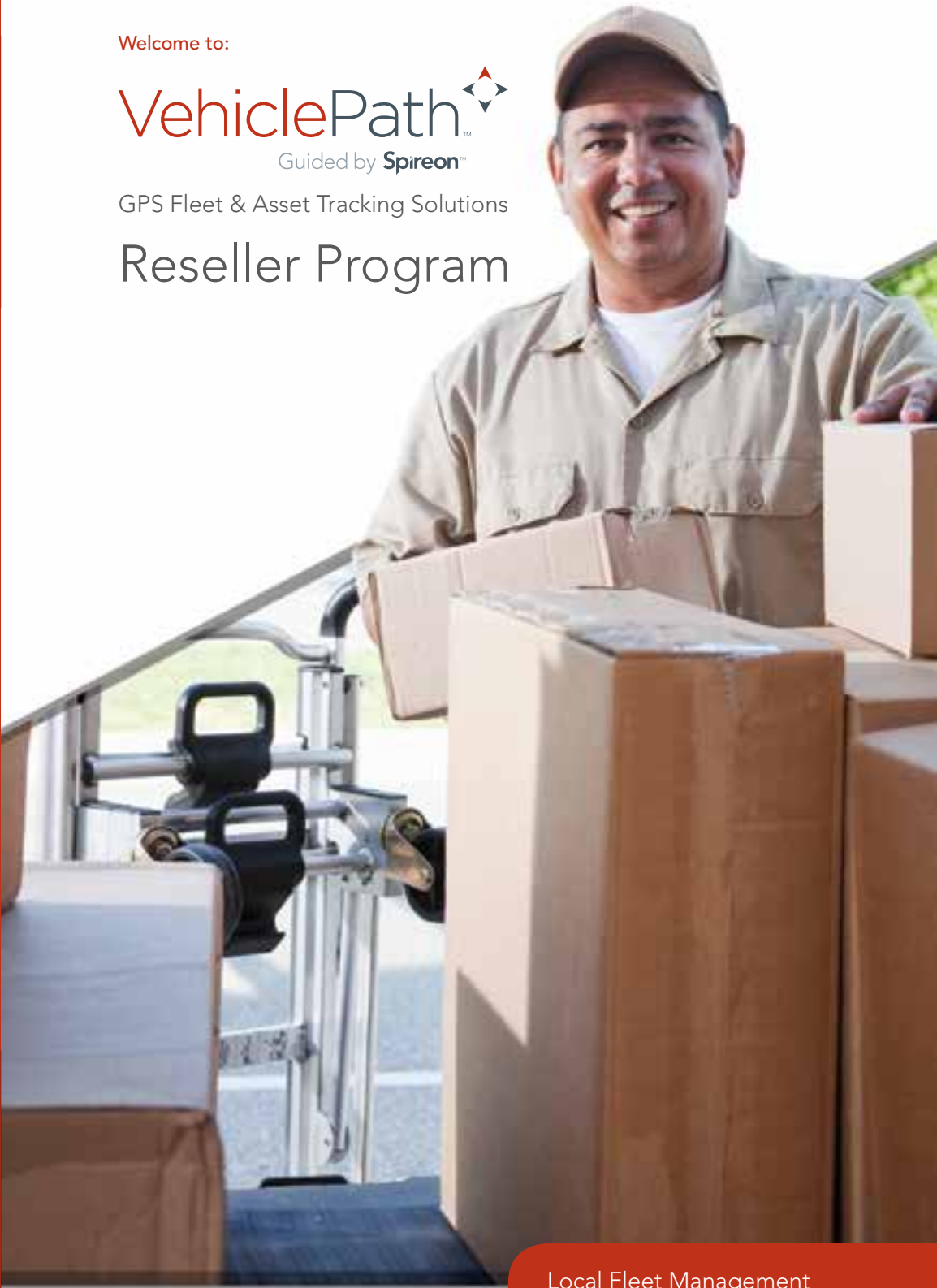


Welcome to:



GPS Fleet & Asset Tracking Solutions

Reseller Program



Local Fleet Management

Drive your sales to
NEW HEIGHTS
with the VehiclePath
Reseller Program.



TABLE OF CONTENTS

Market Opportunity..... 1

Reseller Benefits 3

Technology 5

Programs and Services 7

Reseller Support 11



MARKET OPPORTUNITY

Capture your share of a \$648 million market.

Thousands of small businesses nationwide employ local fleets to deliver products and services essential to their success. Today, the local fleet market represents 371,000 fleets composed of 2.7 million vehicles driving thousands of miles across local routes as part of daily business operations.

2.4 million of those fleet vehicles are currently not connected to a GPS fleet-tracking system.

That leaves **90%** of the total local fleet market underserved, and untapped.

Your path to a bigger market share.

The VehiclePath Resellers Program is your entry point to a \$648 million local fleet market that's virtually untapped. As a VehiclePath Reseller, you'll be well positioned to capture a large share of this tremendous profit potential. **AND HERE'S WHY.**

THE DEMAND IS THERE.

Businesses operating local markets with fleets are looking for every opportunity to control costs and increase their margins. VehiclePath provides a simple, affordable solution that drives more profitable performance from fleets, making a positive impact on the bottom line.

THE SOLUTION IS AFFORDABLE.

VehiclePath is designed for various types of businesses operating local fleets. For a low price point, VehiclePath connects these businesses to a powerful GPS fleet-tracking and business intelligence solution that's easy to install, use and manage. Which also makes it easy to sell.

THE TECHNOLOGY IS PROVEN.

VehiclePath is built on road-tested GPS-based technology from Spireon, Inc., which is currently used in over 1.5 million vehicles. Current VehiclePath customers have generated measurable returns on their investment with increased savings, productivity and efficiencies.

THE GPS RESELLER MARKET CAN BE YOURS.

With 90 percent of the market virtually untapped, this is the best time to become a VehiclePath Authorized reseller.

THE CUSTOMER BASE IS WIDE.

VehiclePath provides a cost-effective, simple solution for a wide range of companies and organizations that operate fleets of 2-100 vehicles, across multiple vertical markets including:

- ✦ Services (Plumbers, Electricians, HVAC, Landscapers, etc.)
- ✦ Transit/Transportation & Logistics
- ✦ Wholesale Supplier Delivery
- ✦ Government/Public Safety
- ✦ Utilities
- ✦ Equipment Rental Companies
- ✦ Construction



DRIVE THE MARKET, and your sales.

Start capturing your share of the local fleet market. Learn more about the VehiclePath Reseller Program by calling (877) 299-6544 or visit us at: VehiclePath.com/Reseller.

RESELLER BENEFITS

There's value in being a VehiclePath Reseller.

As a serious business person, you're always looking for ways to add value to your customers' experience while offering innovative products and solutions that meet your customers' needs. The VehiclePath Reseller Program is a simple way to increase your value and increase your sales.

Why partner with VehiclePath?

As a VehiclePath authorized reseller, your sales, service and business will benefit from a range of value-added advantages, and backed by a company that is financially strong and the leader in the Mobile Resource Management (MRM) industry.

Industry Leadership

VehiclePath is part of a family of core solutions developed by Spireon, Inc., a leading provider of MRM and business intelligence solutions used by companies to maximize their mobile workforce and assets. As a VehiclePath partner, you will enjoy access to Spireon's wide-reaching resources, including:

- ❖ Financial stability and sustainable long-term growth
- ❖ Leading market position and mind share
- ❖ Fleet industry leadership and expertise
- ❖ Proven technology that is fully licensed and certified
- ❖ Commitment to continual product innovation
- ❖ Exceptional customer service and technical support
- ❖ Industry-unique training programs

Simplified Business Processes

The VehiclePath Resellers Program makes it easy for you to partner with us, so you can stay focused on growing your business. Quickly ramp up your VehiclePath offering and your sales with:

- ✦ A dedicated online reseller portal that gives you point-and-click access to pricing information and product ordering
- ✦ Flexible pricing structures with little up-front investment
- ✦ Simple invoicing procedures
- ✦ Outstanding product warranties and technical support
- ✦ Dedicated Customer Account Manager ready to assist you

Reseller-Focused

VehiclePath is sold exclusively through our value-added channel of resellers and agents. Which means we're committed to supporting your success. As part of the Resellers Program, we:

- ✦ Actively seek and incorporate reseller feedback into our product and service design
- ✦ Share market insights and strategies for success
- ✦ Provide qualified leads and assist with lead generation
- ✦ Offer high-quality marketing support
- ✦ Keep resellers informed of product enhancements

The Coach Gibbs Connection

VehiclePath resellers also benefit from the winning strategies and experience of Spireon spokesman Coach Joe Gibbs. The three-time Super Bowl-winning coach of the Washington Redskins and owner of three-time NASCAR cup champion racing teams, Coach Gibbs brings his name recognition among the fleet industry to your VehiclePath sales. He also provides you with:

- ✦ Coaching tips and strategies
- ✦ Market insights
- ✦ Customer interviews and highlights
- ✦ Product announcements

Start DRIVING your VALUE today.

Learn more about becoming a VehiclePath value-added reseller. Call (877) 299-6544 or visit VehiclePath.com/Reseller.

TECHNOLOGY

We've enhanced the technology. So you can enhance your sales.

Optimizing your customers' local fleets and bottom-line performance has never been simpler. Built on proven GPS-based technology used in over a million applications, VehiclePath 2.0 is the next generation in local fleet management and business intelligence for your fleet-owning customers.

Loaded with more powerful, flexible and in-demand features, the newest version of VehiclePath incorporates our valued reseller input, designed to drive reseller sales.

Even easier-to-use interface.

VehiclePath features a complete new user interface designed to be even easier to understand and navigate. Advanced new features include:

- ✦ User-defined control panel with drag-and-drop configuration to reveal the exact data your customers want to see.
- ✦ Simple, intuitive workflow for increased productivity.
- ✦ Mini dashboard that provides an instant snapshot of vehicle status.
- ✦ Instant, single-screen views of recent jobs, job statuses and messages. (optional)
- ✦ Preferred display format each time the user logs in.
- ✦ Ability to bookmark and instantly go to preferred geographic boundaries to track vehicle activity in a specific area/on specific routes.
- ✦ Unlimited number of geofences.

More flexible mapping features.

Advanced mapping features and flexibility allow your customers to track their vehicles' location, movement and routes to identify opportunities for increased efficiencies. Mapping enhancements include:

- ✦ Seamless integration with popular Garmin™ vehicle navigation and messaging devices.
- ✦ Ability to toggle among satellite views, conventional map views and Google street views.
- ✦ Garmin integration allows for two-way communication with driver, including ability to push real-time driving directions to driver.
- ✦ Display of real-time traffic information.

Superior reliability.

VehiclePath 2.0 delivers powerful real-time fleet tracking information and business intelligence with superior reliability and speed. We offer plans with both GPRS and CDMA carriers to ensure the most comprehensive coverage available in the market.

- ✦ Reliable connections to their information via the nation's top wireless networks.
- ✦ Larger data footprint and wider coverage, including rural areas.

Designed to perform.

VehiclePath 2.0 includes an enterprise grade device engineered to withstand the vehicle environment. Other key hardware features include:

- ✦ Multiple installment configurations, including external and internal antennas.
- ✦ Covert installation that makes the device resistant to tampering and removal.
- ✦ Greater memory capacity with store and forward technology, providing tracking data – even where cell coverage doesn't exist.

Automatic upgrades.

As we continue to add features, functionality and enhancements, VehiclePath software can be updated easily and delivered to your customers through its web-based interface. The process is transparent and non-disruptive.

Connect your customers to the NEXT GENERATION of fleet management.

To learn how VehiclePath can drive your customers' bottom line while driving your sales, call (877) 299-6544 or visit VehiclePath.com/Reseller.

PROGRAMS AND SERVICES

Reseller resources to grow your business.

As a valued-added VehiclePath reseller, you'll have access to a wealth of resources and tools designed to help you reach customers, drive your sales, and grow your business. We also have a range of Reseller levels to meet your business needs and goals, each offering attractive incentives and rewards.

Industry-specific training at little or no cost to you.

Through the VehiclePath Reseller Program, you'll have access to unique training opportunities online, as well as on-site at Spireon's state-of-the-art Technology Center. Our training programs cover sales, installation, operation and maintenance of VehiclePath solutions, and include:

- ❖ Video tutorials, WebEx and online training courses
- ❖ Hands-on training in simulated customer environments and vehicles at Spireon University
- ❖ Certification programs for installation
- ❖ Access to a dedicated team of training specialists

Generating leads and capturing customers.

The VehiclePath Resellers program includes high-quality lead generation. We'll provide you with qualified, vetted leads in your area representing VehiclePath's best prospects: small businesses with local fleets. We'll also help you convert those leads into VehiclePath customers with:

- ✦ Professional-quality marketing materials including ads, direct mail, brochures, sales sheets, email templates, and more
- ✦ Ability to customize marketing materials with your business name, logo and contact information
- ✦ Easy online ordering of marketing materials through a dedicated reseller portal
- ✦ Cost-effective co-op marketing opportunities that allow you to leverage the VehiclePath and Spireon brands



Your reseller tool box.

With its affordable simplicity and demonstrable return on investment, VehiclePath is an easy solution to sell. To help you increase those sales even more, we equip our resellers with a powerful, tool box that includes:

- ❖ Product demos that provide an interactive, engaging way for your customers to see VehiclePath's user-friendly interface, configurable features, and measurable ROI.
- ❖ Dedicated, password-protected reseller portal that lets you quickly and easily see product information and updates, order inventory and marketing materials, manage invoicing, and more — in one convenient location.
- ❖ Resource library you can also share with your customers, that includes tutorials, local fleet market insights, customer interviews, ROI information, and testimonials, and coaching tips from Joe Gibbs, three-time Super Bowl-winning coach of the Washington Redskins and owner of three- time NASCAR cup champion racing teams.

TAKE ADVANTAGE of these POWERFUL tools.

Call (877) 299-6544 or visit VehiclePath.com/Reseller to learn how the VehiclePath Reseller Program can help you grow your sales and business.

Take advantage of VehiclePath's
dominate position in a
\$648 million untapped market.



RESELLER SUPPORT

Supporting your success. And your sales.

Your success as a VehiclePath value-added reseller is our priority. To support that success, the VehiclePath Reseller Program actively engages our reseller community to better understand and respond to your needs and challenges, as well as those of your customers.

VehiclePath resellers play a critical role in our product and service development. To facilitate this role, we have formed the VehiclePath Customer Advisory Board (CAB) composed of successful VehiclePath resellers. This board roundtables regularly to:

- ✦ Discuss developing trends in the local fleet market
- ✦ Share best practices in customer service and sales
- ✦ Identify customer needs, goals and challenges
- ✦ Provide input on future VehiclePath features, functionality and enhancements

As a VehiclePath reseller, you'll have the opportunity to voice your opinion to your designated CAB member and be heard. Your feedback will help shape the next generation of VehiclePath products and services.

The VehiclePath Customer Advisory Board Members

Visit the VehiclePath website to learn about the Customer Advisory Board.

Coach Joe Gibbs is in your corner.

VehiclePath fleet tracking solutions are backed by Spireon spokesman Joe Gibbs, three-time Super Bowl-winning coach of the Washington Redskins and owner of three-time NASCAR cup champion racing teams.

A savvy business innovator as well as coach, Joe Gibbs is widely known and respected in the fleet industry. Your sales will benefit and be enhanced by his name recognition and reputation. As a VehiclePath reseller, you'll have access to Coach Gibbs' video library of coaching tips, product updates and customer interviews, including his series of:

- ❖ Chalk Talks focused on key winning strategies
- ❖ Business Game Plans

Ready to respond.

To support your success, we are available 24/7 to assist you with technical issues and customer support. Expect the highest level of service and response with:

- ❖ A dedicated Regional Sales Manager ready to guide you through the process of establishing your reseller business.
- ❖ A dedicated Customer Account Manager (CAM) ready to support you with product information, invoicing questions, reseller benefits, customer service, training programs, marketing opportunities, and more.
- ❖ Around-the-clock technical support to help you maximize the performance of VehiclePath for your customers, so you can maximize your sales.

Your pipeline of product information.

We'll make sure you have the latest information to help you provide value-added service and solutions to your customers. Reseller communications include:

- ❖ Product updates and information
- ❖ Reseller bulletins, emails, and newsletters
- ❖ Market and trend analysis
- ❖ Industry-related blog posts
- ❖ White papers, case studies, and articles

Your RESELLER SUCCESS starts here.

Find out how the VehiclePath Reseller Program supports your sales and success. Call (877) 299-6544 or visit VehiclePath.com/Reseller today.



Learn more about becoming
a VehiclePath Reseller
VehiclePath.com/Reseller or Call 877-299-6544

Learn more about VehiclePath's
products and services
VehiclePath.com

Learn more about Spireon, Inc.
Spireon.com