

LOJACK
LAUNCH GUIDE
FOR DEALERS
PROTECT AND CONNECT
YOUR VEHICLES





ABOUT

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 4 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

About LoJack

LoJack is the ultimate connected car solution. Built for dealers and their customers, it features industry-leading technology that provides efficient lot management, increases aftermarket sales, boosts customer retention, and protects vehicles no matter the make or model. With real-time visibility and rich data insights that enhance every facet of the dealership, LoJack provides more than just theft protection. For consumers, LoJack keeps vehicles and loved-ones safe with 24/7 GPS monitoring technology and speeding alerts, trip history, and theft assistance that recovers stolen vehicles in 26 minutes on average. LoJack became a Spireon brand in 2021.

Learn more at www.lojack.com



Launch Overview

Congratulations on deciding to implement LoJack Connected Car and Stolen Vehicle Recovery technology in your dealership!

We want your launch to go as smoothly as possible and help you drive increased efficiencies and bottom-line profitability. As your launch time approaches, we can help you make \$, save \$ and retain customers if we are mutually prepared and sharing information.

Please take time to review this guide, we can discuss in greater detail during your planning calls. If you have questions or concerns, please contact your LoJack representatives.



Plan

- Coordinate operation and launch details with your LoJack representatives
- Select a launch date at least 2 to 3 weeks from the date of contract
- Design pricing, menu placement and employee incentives for sales
- Determine if your Service Technicians will become Certified Installers

Launch

- Know and leverage your LoJack training personnel - pair them with primary contacts at the dealership
- Enable LoJack launch personnel to conduct training and installation
- Ask questions, voice concerns and get advice – prime time to utilize Spireon expertise

Maintain

- Take advantage of regular visits from your LoJack Dealer Relations Manager and support from your broader Client Success Team
- Participate in webinars
- Order more sales and marketing tools

Your LoJack Contacts

Your LoJack Dealer Relations Manager:

Phone: _____

Email: _____

Your LoJack Business Development Manager:

Phone: _____

Email: _____



PLAN

Implementation Planning Calls

Your LoJack Business Development Manager or your Dealer Relations Manager will setup two calls to talk through details around your implementation and how you want to setup your dealership and employees for success. One will be focused on your variable workflow and the other on your fixed operations workflow.

LoJack Attendees: Implementation Manager, Business Development Manager (BDM), Dealer Relations Manager (DRM)

Dealership Employees for Variable Operations Call: Main Contact and DMS Administrator

Dealership Employees for Fixed Operations Call: Main Contact and Service / Parts Directors

You should be prepared to:

- Talk logistics (think third party integrations, F&I Menu setup, inventory counts, install certification process)
- Discuss goals and expectations for LoJack in your dealership, pricing, desired RO workflow & reports, F&I menu placement or if you are looking for best practices
- Identify the person in your dealership who will be the 'Go-To' for launch information and troubleshooting, including a contact for access to vehicle keys, a contact for DMS integration / form uploads and a Launch Coordinator to assist the DTM with the training schedule.
- Provide key points for Pre-Launch Checklist:
 - Integrations (DMS, Inventory and F&I Menu Provider)
 - Inventory counts (onsite new & used, allocations, PDI, pre-recon etc.)
 - Point of Contact employee(s) - administrative decisions
 - Teams to train (F&I, Sales, Service, Admin)
 - Primary point of contact Sales contact for the DTM, and a primary Fixed Ops contact for the Installation Lead
- Propose / confirm launch day(s) - ideally at least 2 to 3 weeks after contract completion
- Decide installation logistics e.g., key runner, key access, car movement / repositioning
(Note: Spireon employees are not insured or authorized to drive your vehicles)
- Determine if you want LoJack videos to play in your showroom or integrate into your F&I Menu presentation



Launch Kick-Off Meeting!

During your Implementation Planning Call, we will mutually setup a date and time for your Launch Kick-Off Meeting. The purpose of this meeting is to create broad excitement in your store, set expectations and ask out-the-gate questions.

LoJack Attendees: Dealer Training Manager (DTM), Dealer Relations Manager (DRM), Business Development Manager (BDM) and Installation Lead

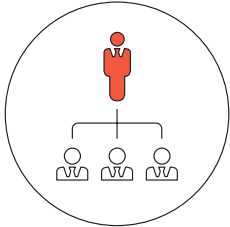
Dealership Employees: Main Contact, F&I Management, Sales Management, Administrator, Service Director, Parts Manager (optional). Attendees may fluctuate; it really depends on your culture.

On this call we will:

- Grow the excitement, buzz and awareness of what is coming
- Discuss what's in it for your store and your consumer!
- Recognize your Dealership Launch Coordinator and discuss training schedules for all departments
- Decide where marketing materials will be placed
- Reconfirm if you want LoJack videos to play in your showroom or integrate into your F&I Menu presentation

Plan for High Penetration and Attach Rates

An average LoJack dealership sees 50-60% penetration, but there are many dealerships who consistently sell upwards of 75%. These high-performance dealerships are doing the following things to drive sales:



1. Top-Down Approach: LoJack is a part of the organizational culture; penetration is encouraged by the GM / GSM. Reinforce ongoing LoJack training and prioritize value positioning.



2. LoJack Dealer App: Sales uses LoJack to introduce the customer to the app. Find test drive vehicles quickly and incorporate LoJack during the discovery process. Using the app during the sales process allows for easy conversation around market differentiators, customer value and increases likelihood of long-term service retention.



3. Money Talks: Based on positioning and strategy, incentives are paid to personnel who 'touch the sale'. i.e., Desk, Sales, F&I tiered incentive structure.

- Tiered incentive structure at 35% / 40% / 45% penetration
- Drive client registration with LoJack MyDealer branded app, spiff \$5 / client registration
- F&I Director is paid per device for all monthly sales, once 50% monthly penetration is achieved
- Service: 'proper' installation reduces downstream issues; best practice shows technicians being paid .3 or above



4. Product Alignment Best Practices

- a. Place LoJack high on the menu
- b. Present LoJack with GAP (if the up to financial guarantee is included in the offering) or as a part of a 'Vehicle Safety & Intelligence Package' or 'Peace of Mind' bundle (i.e., LoJack, wheel locks, environmental, roadside assistance etc.)



LAUNCH

Key Goals for Launch

1. Install LoJack on your vehicles
2. Empower your team to sell LoJack
3. Enable your dealership to use lot management and reporting
4. Introduce your team to marketing / retention campaigns through the MyDealer app

Spireon Personnel and Responsibilities

Generally, the following Spireon personnel will be present at your launch and will have the following responsibilities:

Business Development Managers (BDM)

- Meets with decision makers to discuss how LoJack can benefit the dealership and the dealership's consumers
- Demonstrates LoJack's features and benefits
- Acts as one of your key contacts prior to the launch

Dealer Relations Manager (DRM)

- Acts as primary point for ongoing account management
- Provides strategic support and industry best practices
- Drives sell-through in Sales and F&I
- Heightens client retention focus in Service through the MyDealer app
- Monitors protected & unprotected inventory units to reduce risk
- Provides refresher training
- Helps manage device inventory for reordering purposes

Dealer Training Manager (DTM)

- Configures LoJack web portal
- Setup user accounts, loaner groups, alerts, lots & reports so your dealership can get the most out of LoJack
- Trains your personnel on LoJack apps (both dealer & consumer), web portal, sales best practices and ordering devices to drive engagement
- Ensures dealership has LoJack marketing materials to drive sales

Installation Lead

- Ensures initial vehicle installations are done correctly and devices function properly
- Manages onsite Spireon Certified Installers
- Conducts Technician Certification Training (classroom and hands-on), if applicable

Certified Installers

- Installs LoJack on current inventory
- Maintains a clean environment in and around vehicles

Typical Launch Day

The following is a typical Launch schedule. Timelines may be adjusted according to what works best for your dealership. Additional launch days are added, as necessary, until all installations and training are complete.

We send your schedule out following your Prelaunch Call

Sample LoJack Implementation Schedule Week of MM DD, YY

Monday

Afternoon DTM arrives onsite at the dealership; meets with the dealership team to explain the launch process, ensure F&I forms are printing correctly and obtain POS materials from the parts department.

Installation Lead arrives at dealership to take inventory of devices and meet with the Service Director / Manager

Tuesday

7:30 A.M. Installation Lead arrives with LoJack installers; device installation begins

9:00 A.M. DTM arrives to begin dealership training preparation

11:00 A.M. 1st Sales training session w/ Sales & Sales Managers

2:00 P.M. 2nd Sales training session w/ Sales & Sales Managers

Ongoing Sales floor: 1-on-1 training, required for Sales following 20-minute classroom training

Wednesday

7:30 A.M. Installation Lead arrives with LoJack installers; device installation continues

9:00 A.M. DTM arrives to begin dealership training preparation

10:00 A.M. Installation Lead conducts LoJack Installation Certification Training with your selected Service team members. This includes classroom instruction and hands-on installation training. We recommend the Service Manager attend and participate in the classroom training.

11:00 A.M. 3rd Sales training session w/ Sales & Sales Managers

2:00 P.M. 4th Sales training session w/ Sales & Sales Managers

Ongoing Sales floor: 1-on-1 training, required for Sales following 20-minute classroom training

Thursday

- Additional variable / fixed ops training and catch-up training, as required
- Inventory vs. Installation comparisons
- GM exit interview and next steps



Training Your Team / What They Will Learn

Sales Training

- Use the LoJack app to locate inventory
- Introduce best practices to engage your customer with the LoJack app
- Explain what LoJack is to consumers and answer basic questions

F&I Team

- Identify key LoJack buyer profiles
- Leverage conversation starters
- Overcome common objections
- Close and process a LoJack sale (including forms, DMS, menu and dashboard details)
- Leverage consumer facing collateral and menu integrated videos, if desired

Fixed Operations

- Oversee LoJack device inventory & installations
- Order additional products
- Focus on full customer lifecycle & value. Leverage My Dealer app campaigns
- Implement operational best practices

Admin Training

- Oversee lot management & unprotected vehicle features
 - Setup alerts & run reports
 - Update inventory & vehicle details
 - Best practices in battery management
 - LoJack Connect integrations
 - View LoJack sales, penetration rates etc.
 - Accounting processing
- Create and remove users

Post Launch Follow-Up Training

- Risk Management: Audit vehicle sales with and without LoJack installed
- Client Retention: Utilize MyDealer app campaigns to engage and increase dealership traffic
- Utilization: Provide ongoing training with current or new personnel



Certified Installation

Proper installation of LoJack devices is crucial to ensuring devices properly function for you and your customers. We want you to enjoy the benefit and security of lot management as quickly as possible. To that end, unless you otherwise specify, our Certified Installation Team will perform the initial installation on all your in-stock inventory. Before departing, they will train and certify your selected service team members on proper go-forward installation process.

Why Certify Selected Members of Your Service Team?

Improper installation of LoJack devices can not only be a liability issue, but can lead to downstream customer issues, which can be detrimental to retention and referrals. It is important to make sure your service team is trained correctly to install LoJack after your initial launch. The LoJack Dealer Technician Certification Program helps ensure LoJack devices are functioning properly and can do the following:

- Find vehicles if stolen
- Provide correct GPS location
- Ensure alerts for speeding, low battery and GeoFence are functioning
- Correctly locate and identify vehicles for lot and inventory management (speeds customer demo and delivery time)
- Report accurately on mileage (this can and will impact service campaigns to drive additional service business)

Service Team Trainee Requirements

Who to train: Depending on the size of your dealership, you may want to train your entire Service team or a select group of Technicians. Consistency and repetition are keys to success. A maximum of 10 Certified Installers coincides with optimal operational flow.

Best practice: Train Service team members who will consistently be doing installations and a Service leader, such as a shop foreman, to spot check and train new technicians.

Recommended technical knowledge: At least one-year OBD2 connection knowledge; one year of 12-volt experience is recommended, although not required. Installation will also include removing and replacing panels, working knowledge of vehicle maintenance is a plus.

Best practice: Selected Service Installation Team understands process and is accountable for proper installations and device pairing.

Certified Installation Curriculum

The LoJack Dealer Technician Certification Program combines in-person classroom and hands-on training. The training program is taught by an Installation Team Lead and includes the following:

1. Interactive classroom discussion and expert installation videos
2. Hands-on training: our onsite expert will watch and coach as your technicians perform installations from beginning to end.
3. Written test to validate technician knowledge
4. Spireon Certified Installer Certificate upon course completion

Certified Installation Checklist

- Verify vehicle's electrical functionality before & after installation
- Install LoJack device in a location that enables a strong GPS signal
- Verify the device is paired with the correct vehicle VIN, stock # and current odometer
- Verify the LoJack device is transmitting information properly
- Place LoJack marketing sticker or hang tag on the vehicle
- Clean-up in and around the vehicle

Investment

Investment and Parameters

Certified Installation Training Investments start at \$1,450 for 1-8 technicians and include ongoing refresher trainings.

If your store requires more than 8 technicians trained, please work with your LoJack Representative on special pricing and scheduling.



MAINTAIN

Maximize Spireon Visits

Your Dealer Relations Manager will make regular in-person visits to your dealership. Please take advantage of these visits to do the following:

- Incorporate industry best practices
- Improve sell-through in Sales and F&I
- Increase focus on Service client retention with the MyDealer app
- Check processes around protected & unprotected inventory units to reduce risk
- Train and retrain your personnel
- Discuss LoJack updates, capabilities, usability, etc.
- Review your dealership's performance and ROI
- Identify ongoing business goals and agree on next steps to achieve

Order Ongoing Marketing Materials

Your Dealer Relations Manager will proactively order marketing materials, however, feel free to reach out to them if you need more.

Available for Order

Signage

- Car toppers
- Table tents
- Window clings
- Banners

Sales Tools

- LoJack consumer video
 - Best practice: Put video on tablets for customers to watch while they wait for paperwork
- Feature / Benefit laminates
- Sales brochures
- Recovery stories
- Online Digital Kit

After-Sale Tools

- Paper contracts (if you're not using DMS or laser printing)
- Sales Cheat Sheets
- F&I Sales Guide

Pre-Launch Information

The following items will be reviewed during your implementation call. Please have the following information ready.

Dealership Information

Dealership	DMS	F&I	Inventory Management
Group (if applicable)	DMS System	F&I Menu Provider	Inventory Mgmt Provider (New & Used)
Legal Name	Dealership DMS POC	Dealership F&I Menu POC	Dealership Inventory POC
DBA	Name/Email/Phone	Name/Email/Phone	Name/Email/Phone
Address			
Phone			
Federal Tax ID (FEIN/TIN)			

Please Share Resale Certificate

Dealership Staff Information

Name, phone and email for the following roles:

- General Manager
- Service Director
- Contoller
- General Sales Manager
- Parts Manager
- Finance Director
- Primary Launch Point of Contact

General Launch Info

Preferred Launch Date	# Managers
# New Vehicles	# Salespeople
# Used Vehicles	# F&I
# Devices desired in shelf inventory (post-launch)	# Techs
Additional lot locations	Addendum Usage
Installation Labor Rate	

On the call, we will also discuss:

How many units you would like to keep stocked / on-hand post launch

Incentive / Pack

1,2,3,4,5,6 and 7-year sell through – your F&I Cost for each as well as desired profit / Retail Cost



To get started with LoJack, visit us at spireon.com/LoJack or talk to one of our friendly experts at **877.563.0032** today.