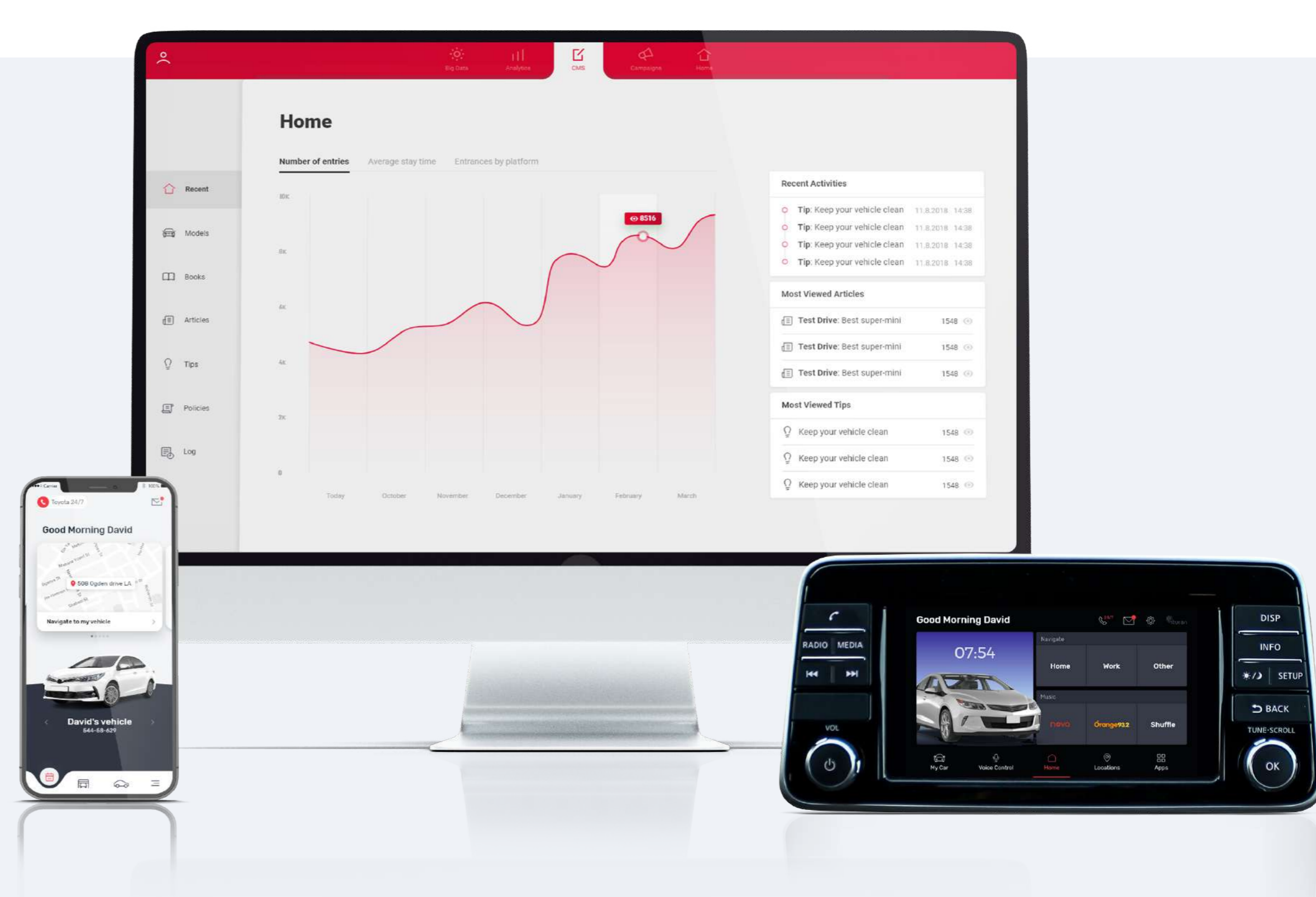


Connected Car

Car importers & distributors

As a telematics global leader, Ituran offers a full suite of solutions under the connected-car umbrella. We take raw data from the vehicle's systems, diagnostic tools and external data and create features that focus on safety and emergency assistance; driver performance; maintenance and service; documentation and much more.



The Challenge

Most new vehicles come with an advanced built-in infotainment system, which provides high quality content and services. That's all. What if you could take advantage of these single-dimensional systems, and turn them into a communication and information center, and by that offer car owners ongoing added value, while transforming your relationship with them into an active and interactive one?

The Solution

Transforming a standard manufacturer infotainment system into a valuable marketing channel by using it as an updated information center that gives car owners a full picture of car systems, maintenance and service needs including booking appointments, insurance information and emergency assistance. Information is presented graphically, through short and easy tutorials, videos and special features on the system and through a mobile application that gives car owners control over the vehicle, even when someone else is driving it.

1. Connects drivers to a 24/7 emergency service center in cases of accidents or critical car malfunction
2. Delivers personalized content on vehicle including everything a car owner needs to know about operating features inside the vehicle, the mechanical state of the vehicle in real-time, planned maintenance and service schedules
3. Provides driver with essential tools that make life easier from route and road-side information to ordering road-side assistance and towing, booking service appointments and tests, access to insurance information and documentation, and more
4. Tracks vehicle's location at any given moment and collects evidence from an accident or near accident sight in real-time
5. Provides driver and passengers with exciting content which includes GPS route guidance, internet radio channels, music, games and much more

And that's not all

We provide a platform that brings value to auto companies also by streamlining sales and customer retention processes:

1. Automatically updating ownership information, allowing easy registration of new owners
2. Connecting with car owners who have purchased their vehicle from a leasing company or an independent dealer
3. Push personalized information and develop a relationship with owners

How is this done?

Using StarLink Connect, a tracking device designed for connected-car purposes which is installed in the vehicle, we gather a large amount of raw data from the vehicle's CANBUS, and other systems. Then using our expertise in Big Data analysis, we transform data into actionable information which is presented to car owners through their infotainment panel and a designated application which we design according to our client's needs.

On the backend, OEM's have access to information relevant to them through a branded cloud-based web application that tracks ownership, maintenance and other data which supports the relationship with customers, while respecting their need for privacy.

Who is this right for?

Ituran is a partner for any company along the auto supply chain: from car manufacturers designing the next new car model and looking for the best connected-car solution on the market; local importers and distributors looking to best address the needs of their customers by implementing top-of-the-line solutions; or dealers looking for value-added services that drive more business.

Today, Ituran provides connected car solutions to some of the leading global auto brands, helping them offer their customers a more enjoyable and more efficient driving experience.

Founded in 1995, (NASDAQ: ITRN) is a global leader in telematics solutions and services for professional fleets, insurance companies, automotive companies, government institutions, companies from a range of verticals and private customers. We offer a full suite of hardware, software and services which together provide an end-to-end solution to our clients.

With over two decades of experience in the telematics field, Ituran has over 3,000 employees serving over 1.8 million customers in 20 countries around the globe.

At Ituran, our customers are our biggest asset. We make sure to be at the forefront of technology and to develop innovative solutions to answer any challenge our customers face.