



**FOR IMMEDIATE RELEASE**

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## **GUIDEPOINT TO PARTNER WITH BRANDMOTION**

*Michigan firms develop new Bluetooth solution for automotive aftermarket*

**PONTIAC, Michigan – November 6, 2008** – Telematics supplier GuidePoint Systems today announced it will partner with Grand Rapids, Mich.-based Brandmotion, LLC to develop new consumer technology for the automotive aftermarket.

Pontiac, Mich.-based Guidepoint said the two companies will debut their first joint initiative, a prototype of a new Bluetooth solution for vehicles, at the SEMA Show in Las Vegas this week. The new kit will offer a variety of advantages over existing market solutions, including superior OEM integration, voice recognition and ease of installation. Additionally, the Guidepoint™-branded hands-free phone kit will be integrated with the company's GPS-based vehicle tracking technology and 24/7/365 safety and convenience services.

"We're very pleased to be working with the Brandmotion team to develop a cost-effective Bluetooth kit that finally allows for a quality conversation in the car," said Rand Mueller, president and CEO of GPSi. "The combination of Guidepoint services and Brandmotion's technology will allow us to offer a superior dealer-installed product that will command a premium price from consumers."

Mueller said the new Bluetooth kit will also be easier to install than existing solutions on the marketplace. Most kits have a separate user interface and microphone, requiring the mic wire to be run up the A-pillar and tucked into the headliner. The new Guidepoint-Brandmotion kit features the microphone and user interface in one box. Additionally, the new kit will feature an Aux-in audio strategy, eliminating the need for installers to pull radios and install harnesses behind it. The new kit will also offer a built-in plug-and-play option.

Guidepoint plans to launch the new Bluetooth product to the new-car dealer channel in spring 2009. For a preview, visit Booth 10464 at the SEMA Show, November 4-7

**About Brandmotion:** Brandmotion ( [www.brandmotion.com](http://www.brandmotion.com) ) is a leading producer of interior automotive aftermarket products. Led by veteran auto industry engineers, Brandmotion is dedicated to bringing innovative, affordable and fully integrated consumer products to market quickly and efficiently with OEM-level functionality.

**About GuidePoint Systems:** Sold through more than 1,500 new and pre-owned dealerships nationwide, Guidepoint integrates GPS, advanced wireless technology, the Web and 24/7/365 response centers to deliver a variety of services to vehicle owners and fleet managers. Rated the #1 stolen vehicle tracking solution in 2007 by international research firm Frost & Sullivan, Guidepoint also offers a variety of driver safety, convenience, fleet management and vehicle tracking services. Visit [www.guidepointsystems.com](http://www.guidepointsystems.com) or call 1-877-GPS-FIND for more information.

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