



For Immediate Release
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Guidepoint Systems Introduces LifeLine Assistance Program

New service for members extends Guidepoint protection outside the vehicle, around the country

FT. WORTH, TEXAS — August 14, 2014 — Guidepoint Systems, provider of GPS-based products and services for drivers and individuals, announced a new personal safety service for its members and their families. LifeLine Assistance enables users to access police, medical or fire response instantly through an installed app on the user's smartphone. The new service extends Guidepoint's layer of protection beyond the vehicle to anywhere the member travels in the United States.

With LifeLine Assistance, members download a free app from Apple's App Store (iPhone) or Google Play (Android-based phones) and connect the app to their Guidepoint Systems account. In an emergency, the member uses the app to quickly request police, fire or emergency medical response through Guidepoint's 24/7 response center.

"We felt it was an important addition. It is something we've been planning and working on for some time to implement," said Rand Mueller, Guidepoint Systems CEO. "For over 12 years, our core offering has been based on keeping drivers and their passengers safe while on the road. With LifeLine Assistance, we can now give them that peace of mind outside the vehicle, wherever they are in the country."

Unlike some current Wi-Fi based systems that require the user to be within his or her limited Wi-Fi coverage area, LifeLine Assistance utilizes the member's smartphone, which means coverage extends everywhere the smartphone works, anywhere in the country. The service also covers up to five family members with a Guidepoint membership, and the cost is comparatively less than other systems on the market today.

LifeLine Assistance leverages Guidepoint's extensive service matrix, which includes a dedicated response center in Ft. Worth, Texas. Representatives staff the phone 24 hours a day, seven days a week to assist Guidepoint members with emergency response, vehicle location and local police assistance. In addition, LifeLine Assistance users can access their stored medical history, as well as some concierge services, through the response center.

In the vehicle, Guidepoint uses its SVL (Stolen Vehicle Location) module to help members monitor their vehicle's location and speed when it is being driven by other family members, and assist police in recovering the vehicle if it is stolen. It can also send its location to Guidepoint's response center if the vehicle is in an accident or is otherwise disabled on the road.

LifeLine Assistance is available as an enhancement to an existing Guidepoint membership. For more information, contact Guidepoint Systems at (877) 477-3463.

About Guidepoint Systems:

Sold through automotive OEMs and more than 5,000 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, leasing companies and fleet managers. Rated the #1 stolen-vehicle tracking solution 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 or call 1-877-GPS-FIND for more information.

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