

WE APPRECIATE THE VALUE OF POWERLOCK

MIAMI, FL-Matthew Bitner is a 2nd year medical student at Jackson Memorial Hospital in Miami, the #2 worst city in the USA for auto theft. An average of 30 cars are stolen every month from the garage adjacent to the hospital where Matthew parks his vehicle. The rate of break-ins is even much higher. Matthew's vehicle, a 2000 Nissan Xterra XE V6 4X4, has been parked there during the last year and a half for long periods of time at all times of the day and night, typical of the long and erratic hours that a medical student experiences. He never worried about his car being there because it had POWERLOCK installed on it.

With POWERLOCK, Matthew never had his vehicle broken into or stolen. He took his Xterra to the Toyota dealership to trade it in on a new Toyota SUV. After the sales person and Matthew agreed on the new vehicle purchase and the Xterra trade-in value, Matthew informed the sales representative that he had added the POWERLOCK system to his vehicle and explained how it functions. The sales representative said *"being a starter immobilizer and not an alarm or one of those relay systems should get you a better trade-in value. It's the best you can get. I will go and talk to my manager about it"*. Upon returning, the sales representative informed Matthew that his trade-in value would increase \$750.

The salesman said *"I am going to include the POWERLOCK feature in my pitch to sell this car"*; however, before the salesman could finalize the paperwork on the new car and Matthew had left the dealership (approximately one hour), the Xterra was sold and the new owner was waiting to meet with Matthew to find out about how POWERLOCK worked. The new owner said, *"It was really a big reason for my decision to buy this particular car"*.

One readily understands why in a city like Miami, POWERLOCK would be of **value** for the car owner who would protect his vehicle against theft during ownership AND recover his investment upon trade-in. In addition, the dealer would be able to sell the car at a **higher value** and the turn his vehicle inventory exceedingly fast. The new purchaser sees the **value** in POWERLOCK and invests. **It's a great value proposition that continues for all parties!**