


Drive premium margins with every vehicle sale

LaneFX is a first-to-market solution to a problem that your customers experience every day. It's a low-cost product that commands premium retail prices and drives strong gross margins. Our math is simple and it's unlike anything you've seen in aftermarket mobile electronics:

	Your Cost	Your Revenue
LaneFX Unit		
Installation		
Markup		
TOTAL INCREMENTAL GROSS PROFIT		

* Example only. Actual wholesale pricing is based on dealership monthly volume

** Dealer sets retail price (as high as \$699 in certain luxury franchises)

LaneFX pilot dealer program benefits

At Drivaware, we know that we can only be successful if you are. That's why we developed an exclusive pilot dealer program designed around your dealership and your sales processes.

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 - Total sales support
 - Point of sale displays
 - On-site training to sales and F&I staff
 - On-site training and certification of installation team
 - Special introductory wholesale pricing & multi-franchise discounts
 - Ongoing customer & installer support



EXCLUSIVE 2006
PILOT DEALER PROGRAM



Toll-free (866) 4-LANE-FX



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Web

LaneFX.com

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THE WORLD'S FIRST ACTIVE BLIND SPOT EXPOSURE SYSTEM

DESIGNED FOR EVERY DRIVING STYLE AND AVAILABLE FOR YOUR CURRENT VEHICLE LINE



For over 50 years, drivers have been instructed to turn their heads away from the traffic ahead to check their blind spot. Drivers have all done this because they simply never had a safe, convenient solution.

Now they do. Introducing LaneFX, the world's first active blind spot exposure system. Its Patents Pending technology is designed from the ground up to work in any vehicle and is fully-customizable to every driver's preferences and driving style.

How does LANEFX™ work?

LaneFX transforms any vehicle's power mirrors into an active blind spot exposure system. As the driver activates the turn signal, or at the press of a button, LaneFX moves the power mirror outward to sweep and expose the vehicle's blind spot. Then, it pauses and returns the mirror to its original driver-set position, every time. LaneFX is responsive to the driver's instant needs. It's ideal not only for lane changes, but also on long highway merge ramps, exiting parallel parking and more.

DRIVERS CHOICE

BEST 2006 BLIND SPOT TECHNOLOGY

Source: BlindSpotSystems.com

LANEFX™ Commuter Edition

As part of this exclusive dealer pilot program, we are offering the most feature-rich edition of the LaneFX system. LaneFX Commuter Edition includes:

- Turn signal integration
- Fully-configurable mirror movement, separately for left and right mirrors
- Mirror motor speed enhancement (up to 200%)
- ParkFX park assist and curb exposure system which tilts the side mirrors down when the vehicle is put in reverse



For which vehicles is LANEFX™ available?

LaneFX is a universal aftermarket system that works with any vehicle equipped with power mirrors, domestic and import. LaneFX is as easy to install as an aftermarket stereo. Installation does not require replacement or modification of any OEM hardware. The system is even pre-programmed to work with the most complex electrical systems such as in BMW, Mercedes-Benz, Lexus, Cadillac and Lincoln vehicles.

Dealers want LANEFX™

- 95% of dealers are interested in offering a blind spot solution
- 72% consider it a competitive advantage, citing "Safety Sells!"
- 10% market penetration of blind spot systems predicted by 2006

Sources: 2003 ValeoRaytheon Survey of NA Auto Dealers
2003 Univ. of Michigan OSAT Emerging Tech. Study

Consumers want LANEFX™

In its 2004 Consumer Survey on Emerging Automotive Technologies, J.D. Power reports:

- 79% of consumers would purchase blind spot system
- 2nd most wanted feature by consumers in their next new vehicle purchase

