



Kahu by Spireon Wins 2017 BIG Award for Business

Auto industry's first connected car solution for dealerships named New Product of the Year

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Irvine, CA — December 5, 2017 — [Spireon, Inc.](#), a leader in connected vehicle intelligence solutions, today announced its Kahu[®] connected car solution has been named New Product of the Year in the automotive enterprise category of Business Intelligence Group's 2017 BIG Awards for Business. The BIG Awards annual program was launched in 2012 to recognize companies, products, and people that are leading their respective industries.

Kahu by Spireon is the first connected car solution specifically designed for auto dealerships, helping them to improve sales efficiency and increase profits by turning their full inventory of vehicles into "smart cars." Utilizing real-time GPS tracking and other vehicle sensors, Kahu provides lot and inventory management, allowing dealers to remotely view and manage vehicles of any make, model or year, from a single dashboard.

The solution also drives high-value add-on revenue as a sell-through connected car solution for consumers, including a 24/7 stolen vehicle recovery service. In addition, Kahu helps dealerships increase service retention and build customer loyalty by utilizing actual vehicle mileage to deliver timely service reminders and rewards to consumers.

“In the connected car revolution, car dealers have been overlooked. None of the car tracking apps for consumers, nor onboard telematics provided by manufacturers, offered a solution that specifically addressed challenges faced by dealerships on a daily basis,” said Kevin Weiss, Spireon CEO. “Kahu brings the Internet of Things to the auto dealer, giving them visibility and insights into their operations that they’ve never had before. We are thrilled that the industry veterans and experts judging the BIG Awards recognized the unique value offered by Kahu, and we are honored to receive this award.”

For more information about Kahu by Spireon, visit: www.spireon.com/kahu/.

About Spireon

[Spireon, Inc.](http://www.spireon.com) is North America’s leading connected vehicle intelligence company, providing businesses and consumers with powerful insights to track, manage and protect their most valuable mobile assets. The award-winning Spireon NSpire platform supports nearly 4 million active subscribers across the company’s growing suite of products for new and used car dealers, lenders and financial institutions, rental car agencies, commercial and local fleet operators, and consumers. Learn more at www.spireon.com.

About Business Intelligence Group

The [Business Intelligence Group](#) was founded with the mission of recognizing true talent and superior performance in the business world. Unlike other industry award programs, business executives—those with experience and knowledge—judge the programs. The organization’s proprietary and unique scoring system selectively measures performance across multiple business domains and then rewards those companies whose achievements stand above those of their peers.

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[HTTP://WWW.DEALERMARKETING.COM/KAHU-SPIREON-WINS-2017-BIG-AWARD-BUSINESS/](http://WWW.DEALERMARKETING.COM/KAHU-SPIREON-WINS-2017-BIG-AWARD-BUSINESS/)