

Spireon Gets New Chief for Auto Group

By Kevin Costelloe

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Connected vehicle tracking and intelligence company Spireon Inc. has a new chief for its realigned automotive segment.

Brian Skutta will lead combined vehicle finance, Buy Here Pay Here, and lender and franchise dealership businesses to centralize Spireon's ventures in connected vehicles. Before joining Irvine-based Spireon, Skutta was executive vice president of dealer sales and service at TrueCar Inc.

Founded in 2002, Spireon installs technology on vehicles to wirelessly provide owners with useful information such as location and battery health. Its 4 million subscribers include consumers, auto loan lenders, car dealers, rental car agencies, and fleet operators.

Spireon said the new leadership "will deliver innovation solutions for its growing customer base of 20,000 companies by leveraging the latest industry trends, including car health monitoring, connected car technology, telematics and convergence.

"By equipping cars, trucks, trailers, and other mobile assets with GPS devices and sensors, Spireon turns any vehicle into a connected vehicle," the company said. Its products include Kahu, a connected car and stolen vehicle recovery technology, and Goldstar GPS trackers.

"Brian's expertise and unique vantage point will help elevate the business to its highest potential," Spireon Chief Executive Kevin Weiss said.

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