

**MEDIA ALERT:**

***Where’s Ron?* Start Tracking Him via Spireon’s Automotive Collateral Management Platform at the NABD 2014 National Conference**

[Spireon](http://www.spireon.com/), the leading M2M provider of mobile resource management (MRM) and business intelligence solutions, announced today the launch of Spireon’s “*Where’s Ron?*” social media campaign at the NABD 2014 National Conference.

**WHO:** Ron, one of Spireon’s field sales representatives, is on the go 95% of the time. Now, everyone can follow along as he embarks on some interesting adventures.

**WHEN:** May 20 – July 31, 2014.

**WHERE:** Beginning in Las Vegas at NABD, Booth #323, and then . . . who knows where Ron will show up? Follow Ron’s escapades [GoldStarGPS.com/track-ron](http://www.goldstargps.com/track-ron).

**WHAT:** Ron has a Spireon CDMA Talon device installed in his car, so he can be reliably tracked, even in remote and rural areas.

**WHY:** Organizations in the vehicle finance industry, including automotive finance companies, banks, credit unions and automotive dealerships with in-housing financing, must monitor vehicles while they’re on the go to reduce associated risk with sub-prime lending.

*“Where’s Ron?”* is designed to demonstrate first-hand how simple it is to locate a vehicle using Spireon’s Automotive Collateral Management solution – even if the vehicle is in a rural or remote area. Customers can see the strength of Spireon’s best selling and best performing CDMA Talon powered by its award winning M2M platform anytime, any place.

**How:** Spireon now offers the industry’s first 99.9% performance guarantee for customers of the company’s four-time award-winning GoldStar GPS and LoanPlus CMS automotive collateral management platforms.

**About Spireon**

Spireon, Inc., is at the summit of business intelligence and committed to going higher. With its corporate headquarters in Irvine, CA, the company emerged in 2011 as the industry leading Mobile Resource Management (MRM) company as a result of the merger of ProconGPS, Inc. with EnfoTrace and PFS, LLC, the top three providers in the MRM space. Spireon connects companies to their mobile assets and workforce through game changing information platforms, giving them the power to manage actionable business intelligence. Its trusted brands include market share leader GoldStar GPS®, EnfoTrace GPS™, FleetLocate®, VehiclePath™ and LoanPlus CMS™. Inspiring companies to reach new heights with powerful Software-as-a-Service (SaaS) based tools; Spireon provides a sturdy foundation on which to optimize performance.

With leading market positions in the fleet, transportation and automotive telematics markets, Spireon, Inc. specializes in developing strong business relationships with leading companies worldwide, enabling it to offer affordable world-class risk mitigation, mobile resource management and location based services to its customers.

For additional information, please visit Spireon Inc.’s website [http://www.spireon.com](http://www.spireon.com/) and [Twitter.com/Spireon](http://twitter.com/spireon).

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