

NEWS RELEASE

C.J. Driscoll & Associates

December 1, 2010

C.J. Driscoll & Associates Releases In-Depth Study of the Latin American GPS Vehicle Tracking Systems Market

Study Projects Latin American Vehicle Tracking and Telematics Revenues to Total Nearly US \$3 Billion by 2014

Palos Verdes Estates, CA – C.J. Driscoll & Associates, a leading supplier of market research and consulting services for the GPS and telematics industries, has released the *2010-11 Latin American Vehicle Tracking Systems Market Study*. This comprehensive study provides in-depth information on the market for GPS fleet management and consumer stolen vehicle recovery and telematics solutions in each Latin American country. The study concludes that today over four million Latin American vehicles are equipped with a subscription-based tracking solution. By 2014, the Latin American market will expand to nearly nine million units in service and annual hardware and service revenues will grow to nearly US \$3 billion.

This new report analyzes the CONTRAN 245 regulations in Brazil, which will require every new vehicle sold in Brazil to be equipped with a GPS tracking system. The report identifies the Brazilian and overseas suppliers that are in the best position to benefit from CONTRAN 245, which is expected to make Brazil one of the world's largest markets for GPS tracking solutions by 2011. The report also analyzes the status of similar government initiatives in Mexico and profiles over 50 Mexican suppliers of GPS fleet tracking and consumer telematics solutions.

The 252-page *2010-11 Latin American Vehicle Tracking Systems Market Study* provides in-depth information on the GPS fleet management and consumer stolen vehicle recovery and telematics markets in each South American country, as well as Central America and Mexico. For each country, the report includes an overview, as well as data on the addressable market size, market penetration and trends, and projected market growth. In addition, profiles of major suppliers of fleet and consumer vehicle tracking solutions are provided, including target markets, key features, estimated installed base, and available hardware and service pricing.

Since 1993, C.J. Driscoll & Associates has provided strategic and marketing consulting and research services, with emphasis on commercial and consumer telematics and location-based products and services. The company's *Mobile Resource Management Systems Market Study* is widely regarded as the benchmark report covering the status, growth, and leading suppliers in the U.S. fleet and asset tracking market.

CONTACT: Clem Driscoll
(310) 544-5046
clemdriscoll@cjdriscoll.com
www.cjdriscoll.com