

COBRA NEWSLETTER

News in the Afterfactory world



SUCCESSFUL RECOVERY



COBRA FRANCE RECOVERS A MINI ONE THANKS TO SCD10- BASED SERVICE

On the 26th April 2010 at 9:30am, a customer called the Cobra France Secure Operating Centre to report the theft of his Mini One parked in front of the house just outside Paris (Val de Marne department).

The customer had subscribed a Connex Recovery service and the vehicle had been equipped with the Cobra SCD10 telematic unit, an official accessory of the BMW France range. The SOC moved swiftly into action and was able to locate the vehicle immediately only 5 kilometers away from the house. They contacted the Police authorities who recovered the vehicle following the SOC guidance.

PORSCHE AG CHOOSES COBRA SECURITY SYSTEMS FOR THE BRAZILIAN MARKET

On the 15th June Cobra announced that Porsche AG has nominated Cobra for the provision of security services based on satellite localization for their vehicles in the Brazilian market, in compliance with the new governmental law in application from next August 1st, 2010.

Start of sale is scheduled for December 2010 and Cobra management estimates that 300 new subscribers per year that could benefit the Brazilian IT infrastructure. This agreement, when fully deployed, will contribute in terms of sales for approximately € 250,000 on a full annual basis.

"We are very proud to extend to Brazil our activity with Porsche after the coverage of Europe, Russia and South Africa" - declared Patrick de Bazin, Executive Director of Cobra Do Brasil - "We think that Cobra in the short term will be able to sign new contracts in Brazil to supply services to main car manufacturers operating in the territory and, thanks to the collaboration with Car Security, to extend the activities to other important Central and South American countries".

FOCUS ON SOUTH AMERICA

CAR SECURITY SA INVESTS IN COBRA DO BRASIL AND BECOMES SUPPLIER OF VOLKSWAGEN ARGENTINA

Following the announcement in October 2009 of Car Security's participation in Cobra do Brasil, the first payment was made at the end of May.

This confirms the strategic alliance with our Argentinian partner, a leading company in the field of security solutions who provides tracking and stolen vehicle recovery services to 500,000 subscribers and distributes Cobra antitheft and parking aid systems and GPS/GPRS location based services to car manufacturers and in the aftermarket in Argentina, Chile and Uruguay.



With the first purchases of location based systems based on GPS/GPRS technologies made in May 2010, Car Security will provide stolen vehicle recovery services and other innovative telematics services, such as Smart Insurance, through Cobra do Brasil telematics infrastructure for data storage and management.

Furthermore, Car Security SA has recently become the official OES supplier of Volkswagen Argentina SA and will deliver the Cobra CAN bus alarm system together with the Cobra rear parking aid system for the new Volkswagen Amarok. Congratulations to the Car Security team who was able to secure this first opportunity in OES!

Editorial

Dear Partner,

Cobra started last year to create a global network of Service Providers dedicated to vehicle safety and security via our agreements with our South African and South American partners.

In order to leverage the opportunities to develop a common telematics infrastructure and telematics devices, a global team has been created under the umbrella of Cobra Telematics, that will coordinate infrastructure, software as well as business development from its various locations in Switzerland, Italy, France and Brazil.

A global telematics platform means for Cobra that it is approved by authorities and vehicle manufacturers, hosted in a highly secured location, supported by a global telecom carrier and a web portal offering a large access to end user information.

New products and services around customer core and surrounding needs will be focused on "event notification", "usage based services", "stolen vehicle tracking" and "remote vehicle diagnosis".

We are committed to enhancing and developing security and safety services to vehicle drivers, working hand in hand with vehicle manufacturers, insurance companies and partners.

From South Africa to Europe, from Russia to South America, Cobra partners and Cobra Telematics can now better define together the right service for the right customer needs.

We will provide you with further updates in the next editions of the newsletter.

Best regards,

Patrick de Bazin
Chief Strategy Officer

ISO/TS16949:2009 CERTIFICATION ACHIEVED BY COBRA BEIJING!

Cobra Beijing Automotive Technologies Co LTD has obtained a Quality Management System certification last May 3th, according to the Automotive technical standard ISO/TS 16949:2009. This certification is an important step forward in the development of Cobra's organization in China. The full conformity to the reference ISO standard was successfully assessed one year after obtaining the first conformity letter from the IMQ/CSQ certification body. This quality standard is required by the major automotive groups in the world and already obtained by the parent company Cobra AT Italy since 2003. The Cobra Corporate model was extended to the site of Beijing with a view to achieve the same quality standards for all its production sites and to better serve the Chinese market.

HONDA MOTORCYCLES ISRAEL CHOOSES COBRA SPYBALL

Mayer's cars and trucks Co. Ltd, importer and distributor for Honda motorcycles on the Israeli territory, has chosen Cobra products to protect the whole range of Honda motorcycles and scooters.



The Spyball 6829 anti-theft system with its complete range of functionalities is now available and can be supplied either with a universal harness or with a number of

dedicated harnesses for quick and safe installation. We congratulate our partner L.D. Israel Auto Equipment for reaching this agreement and wish him successful sales!

BEST AUTOMOTIVE APPLICATION PRIZE FOR MATTEO GALLAZZI, COBRA AT

Congratulations to our colleague Matteo Gallazzi, who won the 1st prize for "Automation of software testing of embedded systems with LabVIEW and TestStand", granted from National Instruments during the Automotive Forum 2010. The event took place on the 26th May 2010 at the Fiat Research Centre and was the opportunity for automotive specialists to discuss innovation and technology trends. Matteo was chosen amongst all Italian participants and awarded this Prize for the presentation of a Cobra application for Parking Distance Control for OEMs.

EVENTS AND EXHIBITIONS

DEALER DAY 2010 IN VERONA, 26TH-27TH MAY 2010

Cobra Italia participated for the third year to the Dealer Day in Verona, the event dedicated to all the dealerships on the Italian territory. The importance of this event is growing as more and more vehicle manufacturers take this opportunity to gather and organise dedicated workshops and conferences during the 2 days. Cobra was pleased to welcome customers on its booth and to present them the new Cobra products and services.

On the second day, the manager and founder of Porsche Como Motori Spa explained the business experience with Cobra tracking solutions, focusing on the capacity to satisfy the Porsche customer by offering a complete package: hardware, state of the art service via the Cobra Secure Operating Centre and competitive insurance premium.



ANNUAL COBRA MEETING IN THE CZECH REPUBLIC

In May, our partner F&B in the Czech Republic organised a 2-day meeting for their customers in a nice location called Velké Bilovice, South Moravia. 60 people both with commercial and technical background participated to the event where they received the latest updates concerning tracking and vehicle theft data, the availability and features of ICD31 as well as the complete offer for Connex Recovery and Guardian services.

The meeting was well appreciated by all the participants, including the tour on a Cobra branded helicopter!

F&B Company has been a Cobra partner for the distribution of vehicle security solutions in the Czech Republic for more than ten years. They have grown their presence on the market where they have been a pioneer for Cobra services and now have in excess of 3500 Connex customers, in a country where official statistics from the Ministry of Interior still report that 84% of stolen vehicles are not recovered.

This result was made possible thanks to the great flexibility, professionalism and dedication of the F&B team (picture below).



COBRA UK AND AVCIS LAUNCH NATIONAL CAPTURE PROGRAMME AT IAATI/AVCIS JOINT CONFERENCE

AVCIS, the Association of Chief Police Officers' Vehicle Crime Intelligence Service has launched a new national Capture Car programme in association with Cobra UK.

AVCIS now has a fleet of vehicles, fitted with Cobra's state-of-the-art Capture Car technology, available for hire by the UK's Police Forces. The cars are deployed across the UK in order to catch criminals in the act as they try to break in, steal items or damage vehicles.

When a thief breaks into the car, the interior surveillance system, which features tiny hi-resolution covert cameras that operate day and night, will capture the criminals on film. A motion sensor will also trigger automatic intrusion alerts, sent to police 3G mobile telephones.

Critically, all the data collected with a Capture Car provides Police Forces with the opportunity to make arrests with admissible video proof, which can then be used as evidence in court.

COBRA UK ATTEND THE THATCHAM SECURITY/INSURER FOCUS EVENT

Cobra UK again exhibited at the Thatcham Security/Insurer Focus Event - the only technical show for motor insurers.

Thatcham work with vehicle manufacturers and security equipment manufacturers such as Cobra, as well as with the Police and the insurance industry. Thatcham's influence in crime prevention measures and ability to draw top level personnel to this annual event is unparalleled. Many visitors were also attracted by the powerful seminar programme that runs alongside the show and by the 2010 British Insurance Vehicle Security Awards, which were announced at the event.

The prominent Cobra stand was visited by a succession of high level insurer personnel, Police, and car manufacturer and distributor representatives.

