



NEWS

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REDTAIL TELEMATICS NOW A SEMA MEMBER

San Diego, CA (August 15, 2012) – REDTAIL Telematics Corporation, an established global manufacturer of state-of-the-art GPS tracking products for fleets, today announced it is now a member of the Specialty Equipment Market Association, operator of the SEMA Show in Las Vegas. The company will exhibit at this year's SEMA Show in Booth #11977.

According to Anna Amoresano, VP Sales and Marketing, "SEMA is the world's premier automotive aftermarket trade association, and REDTAIL Telematics is a global company offering an affordable, reliable and fully integrated hardware, firmware and data warehouse ecosystem. SEMA membership gives REDTAIL convenient access to new markets, as well as a receptive marketplace for our new ideas and state-of-the-art solutions."

About REDTAIL Telematics

REDTAIL Telematics Corporation is based in Southern California and is an established global manufacturer of state-of-the-art GPS tracking products for fleets, as well as a strategic Data Warehouse supplier to the Insurance Telematics industry and other enterprise-level customers in both the U.S. and Europe. REDTAIL is a sister company of Cambridge, UK-based Plextek (www.plextek.com) - an award-winning designer and manufacturer of communications systems for technology customers worldwide, and one of the largest independent electronics consultancies in Europe. REDTAIL's PTCRB-certified VAM-1 Vehicle Asset Management GPS product is now fully deployed in Europe and North America, offering a best in class total solution to fleet managers worldwide. To date the team has provided more than 5 million hardware units into the automotive aftermarket with an unmatched track record of quality, reliability and performance. For more information, please visit www.redtailtelematics.com

Source: REDTAIL Telematics