

## NEWS

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### **SEMA Exhibitor REDTAIL Telematics is Looking for the Most Miles Driven in October, and the Winner will receive \$1,000 on the first day of the SEMA Show**

San Diego, California (September 15, 2015) – SEMA Show Exhibitor REDTAIL Telematics Booth #11971 has launched a worldwide promotion called the Ultimate Road Mileage Challenge. Fifty competitors will be chosen from entries submitted here: <http://mileagechallenge.redtailtelematics.com/>

Contestants will plug the REDTAIL Telematics GPS device into their cigarette lighter/12 volt adapter in their vehicle – and away they go! All during the month of October, REDTAIL will track their mileage on its website Leaderboard, and put a pin in the world map to roughly indicate their position. The day before the SEMA Show opens in Las Vegas, the winner will be chosen and notified, so they can pick up their 'big check' in the REDTAIL SEMA Booth on the first day of the Show.

According to Anna Amoresano, VP of Marketing, "SEMA is the ideal show for REDTAIL to connect with authorized resellers looking for a growing company offering state-of-the-art GPS products for families and fleets of between one and one-million vehicles. Ask any of our satisfied customers. Our veteran sales organization in the field can answer all your questions, but we're also looking forward to meeting with you in person in our SEMA Booth #11971. See you in Las Vegas."

#### About REDTAIL Telematics

REDTAIL provides technology solutions to Insurance Companies, vehicle fleets and individuals. Through its ongoing relationship with Plextek, REDTAIL has designed, manufactured and deployed more than five million devices in the automotive aftermarket worldwide since 1993. Based in San Diego and Cambridge, REDTAIL is in the forefront of Telematics Service Providers by designing-and-manufacturing its own highly reliable GPS devices. The company offers a broad range of wireless services related to the continuous capture and analysis of high frequency driver data. Long-time customers across multiple industries and continents also value REDTAIL's expertise in fleet tracking and management.

For more information please visit [www.redtailtelematics.com](http://www.redtailtelematics.com) and [www.plextek.com](http://www.plextek.com).