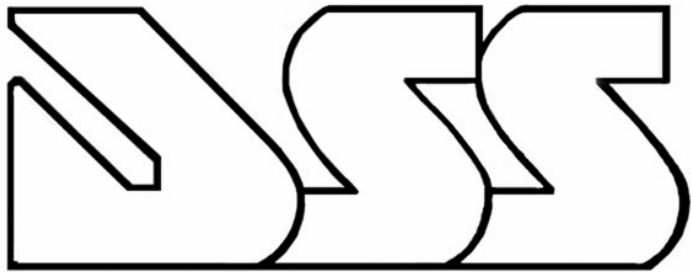


DSS Transponder Security Program Profit Center For RV dealers



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Dealer Security Solutions Inc.
1-888 NO THEFT

Key Points

- Our market
- Why Triad?
- Why Change
- How TRIAD works
- Why it sells
- Training and installation
- Cost and profitability



The Condition of the Market

- The market is always changing, looking for the next step. When it comes to RV security, your customers want modern, reliable, easy to use technology.
- The product must be unique and exciting with the ability to work with your employees and customers!
- Transponder technology is now the O.E.M. security product of choice and is so effective, it is mandated in Europe for all new vehicles. Many of the automotive manufacturers now offer it on some of their high line vehicles.
- Now is the time to interface with “ZERO CONTACT SECURITY” and realize new levels of customer satisfaction and dealer profit!

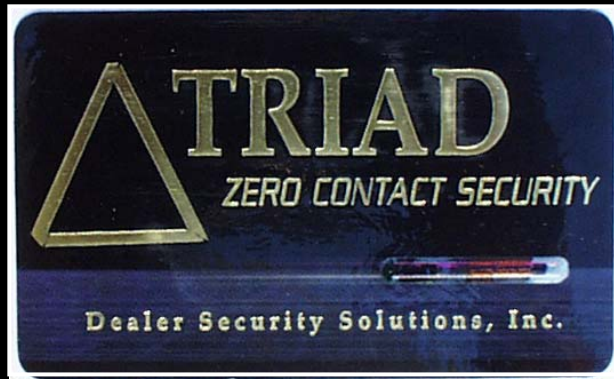
Why Triad?

- Triad is the product delivering profit and consistent results simultaneously with customer satisfaction and excitement.
- TRIAD “Zero Contact Security” is new, High Tech, and easy to use.
- Designed to install in less than an hour, program in seconds, and work for a life time. Providing protection of the inventory and your customers. We offer a complete point of sale kit with quality in mind.
- With technology from **Texas Instruments** and years of automotive security experience from DSS, we will under promise and over deliver.



Time for Change?

No more living in the past with electronic circuit keys that stall vehicles and short out when the wrong key is inserted. Cheap and ineffective alarms will not make it happen in our market. If you can capture the imagination of your customers, you can encourage the sale and protect the community with state of the art sizzle in crime prevention. The fear of loss is hard to overcome unless you find the product meets the high standard of quality workmanship and dependable performance you expect. Our Triad products are ISO9005 rated and have FCC approval to ensure our promise.



Customer Card

How TRIAD Works

Transponder security is a unique way to protect your vehicle. The TIRIS technology invented by Texas Instruments is RFID code recognition. Once the transponder is within 4 to 6 inches of the system's antenna, it responds with one of 4.5 billion digital codes. The onboard processor confirms a code and allows the vehicle to start. When the antenna is placed around the ignition, the user simply turns the vehicle's key, and the code is read automatically. We call this unique operation "Zero Contact Security".

How Triad works for RV dealers



TRIAD is installed when a coach is added to the inventory. Triad protects the RV from theft, and increases dealership control of the coach by the sales team. The Triad systems' antenna searches for a "Dealer transponder code". The dealership can choose a computerized ID card or key chain fob to access the inventory. When the ignition key is turned to the start position, the system searches for an inventory control fob. Once a salesperson presents the dealer inventory control device, the Triad reads the code, and in less than a second, allows the vehicle to start. If an attempt is made to start the vehicle without an inventory control transponder, the starter is "Locked Out" and the module begins a warning beeping sequence.



TRIAD III

- TRIAD III is the perfect solution for RV customers needing that extra layer of protection.
- Even if the thief has your keys, it is next to impossible for him to figure out how to start the vehicle.
- Upon entry simply step on the brake, present the Transfob to the hidden antenna, and off you go.



The TRIAD Program



- TRIAD will increase profit, protect inventory, delight your customers and help fight auto theft in your community.
- Lost or stolen keys at the dealership will not allow theft.
- Use of inventory is not possible without the special dealer coded inventory control card.
- Your customers satisfaction will increase along with profits.
- Custom advertisement on the key fob can help store visibility and promote sales. Unlike other key chains, this one will not be thrown away!

Training and Installation

- DSS will provide installation instructions with clear step by step tips and guidelines to ensure great installs every time.
- Installation is easier than any other electronic system out there. Programming is simple and takes only seconds.
- Forms, brochures, and demonstration displays are all part of the program to excite and encourage your customers to purchase and protect themselves from auto theft.

We guaranty success!

Cost and Profitability

With a cost of less than two hundred dollars per sold coach, the profits are substantial. We have included a spread sheet to demonstrate the profitability of a successful Triad RV security program generating profit in your dealership. Please plug in your numbers to get the full picture. Most dealers generate enough profit to pay for the complete install in less than 60 days.



Profit potential per 50 sold vehicles

Penetration	Avg. Selling Price	Gross Sales	Net Profit
30%	\$699.00	\$17,970.00	\$6,000.00
50%	\$599.00	\$14,975.00	\$10,000.00
50%	\$499.00	\$12,475.00	\$7,500.00
60%	\$399.00	\$11,970.00	\$6,000.00

Cost per sold unit with 1 key pack and 1 customer emergency card

\$220.00

Cost per sold unit with 1 key pack

\$190.00

Fob Pack	\$70.00	Install Labor	\$45.00
Customer Card	\$30.00	T-IN-1	\$75.00

Please contact us

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Thank You!

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