

Tramigo T22 - Fleet Control and Security

Tramigo – Best selling
SME Fleet Control and
Security Solution



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Tramigo, Products and Software in a nutshell

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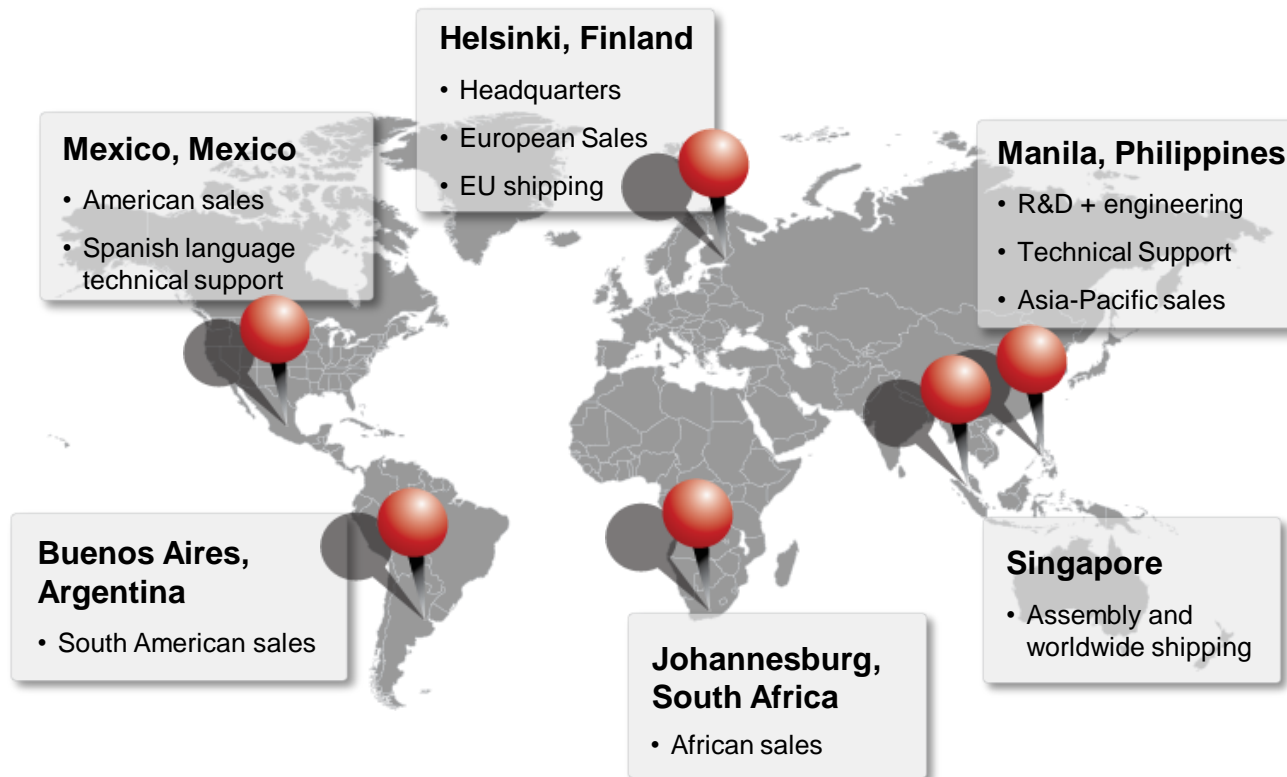
Easy to Use, Reliable and Cost Efficient

3

Control and Peace of Mind for any Fleet owner

Tramigo is the worldwide leader in the aftermarket tracking devices.
Tramigo is a Finnish company, and has operations on all continents.

Tramigo Worldwide Organisation



Key Facts

Founded in 2002

>500 000 units shipped to over 100 countries

Staff of 145

Engineering	40
Sales	30
Administration	35
Support	40

Competencies

Landmark production, reliable asset tracking

Shareholders

Management and private investors.

Tramigo is the perfect solution for any SME fleet, versatile solutions for Remote monitoring from PC or any Mobile device

Tramigo T22 Fleet Security

- Tramigo T22 is fully designed and made in-house, 2 year Warranty on all products
- Over 500.000 units sold worldwide to Fleet owners and Private consumers
- The most reliable technology – GPS for exact location, SMS message delivers location info
- Full accessory pack always included + Free monitoring software, easy installation



HW: Size: 95mm x 60 x 20
Weight: 126 g
RoHS compliant

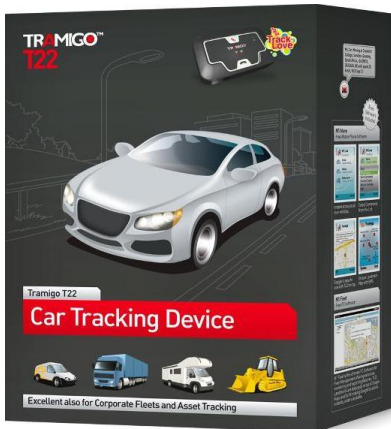
GSM modem: 850/900/1800/1900 Mhz, int antenna

GPS: 12 channels, internal antenna

Battery: 1300 mAh - Li-Polymer - up to 5 days

Power: Input voltage: 6V -24 V DC

Ports: USB - mini B - power and NMEA output
MMCX - external GPS antenna (option)
2.5mm jack - hands free speaker and microphone (option)
Molex 51021 - external I/O (option)



Tramigo T22 Fleet Security comes equipped with Remote Immobilizer allowing engine immobilizing with one SMS message!



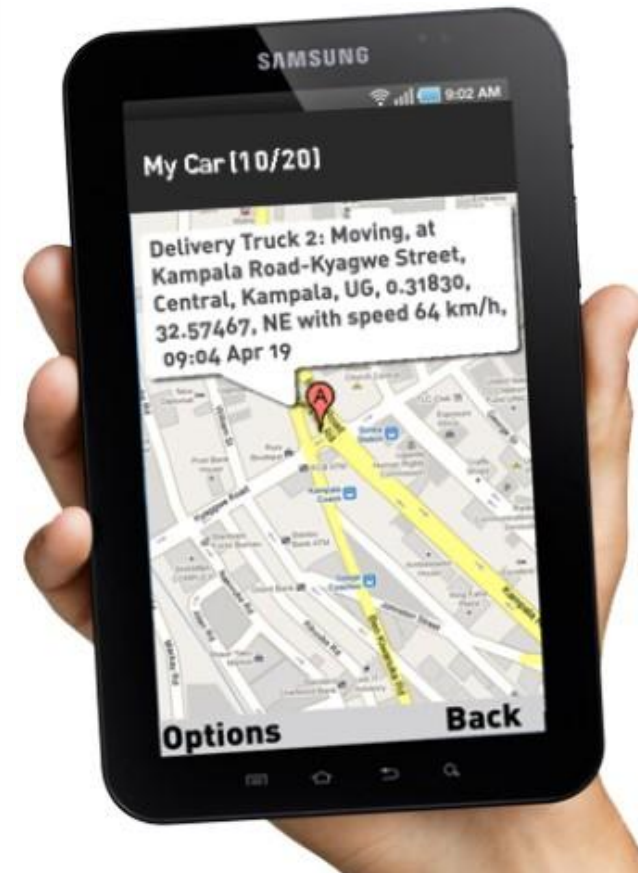
Tramigo products work with any PC or Phone.
No 3rd party or server access needed

Free Monitoring software for PC and Mobile Devices

- Independent monitoring, no 3rd party access or monitoring fees
- No server or data connection required
- Trip reports, Zone crossing, Periodic Locations, Movement Alarm → easy import to Excel
- Build-in GoogleMaps link to visualize route
- Simple and easy user interface for fast adaption
- Small fleet can be Totally controlled from Smartphone or Tablet using free M1Move software!



M1 Fleet for tracking fleets from a PC



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Tramigo, Products and Software in a nutshell

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Easy to Use, Reliable and Cost Efficient

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Control and Peace of Mind for any Fleet owner

Asset tracking is about keeping your property and family safe.
You know what happens and you can react to any threats.

You're in Control – Even When you're Away

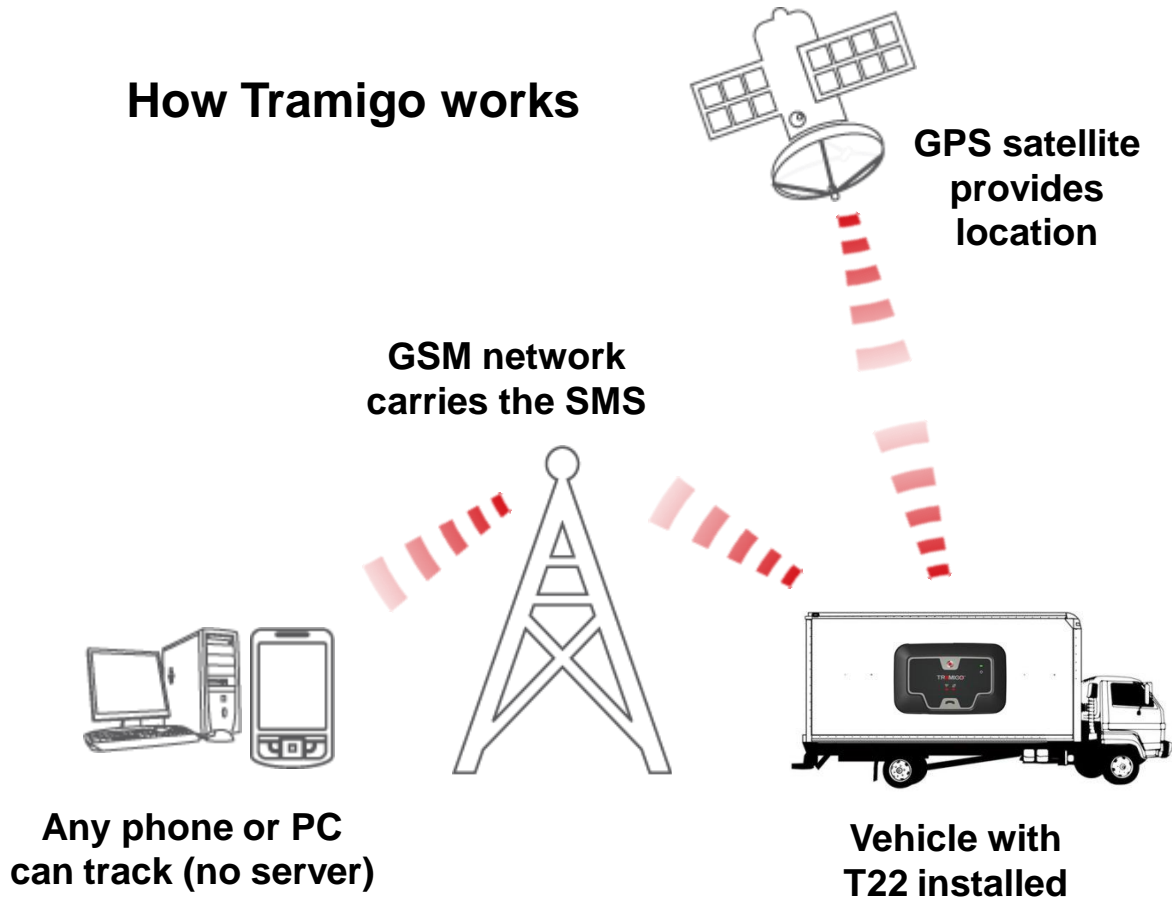
Know where your vehicle is and it's current speed

Be alerted for leaving safe zone, speeding, or moving unauthorized

React by stopping the vehicle or by listening in via microphone

Better safety. Non-intrusive, not detectable to the user or even to a thief (well hidden)

How Tramigo works



Tramigo tracking devices communicate directly with the phone using SMS, without server or third parties.

Easy to use

Always works

Lowest cost

Gain remote access with Any phone!

Send a command

"FIND"

Locate my car

"ALARM"

Alert if my car moves

"DISABLE"

Shut down the engine

Get answer in your language

My car: Moving, 0.08km NE
National Bank, Bulaq, Cairo,
EG with speed 31 km/h

Ma voiture: Mouvement détectée,
à Musee de Kinshasa, Kinhasa
City, Kinshasa, CD

Tramigo: Deshabilitar, Vehículo
ignición deshabilitado, en
Acapulco, Santander, CO

Alert!
Vehicle left
the safe zone



Works everywhere: old networks, old phones and uses less battery as well. No server means no third party access. Security accepted by armed forces.

Tramigo landmarks allow tracking even where maps don't exist.
However, you can see your unit on a map using PC or your phone

Easy to use

Always works

Lowest cost

Tramigo Works Without Maps by Using Tramigo Landmarks

Works everywhere in the world

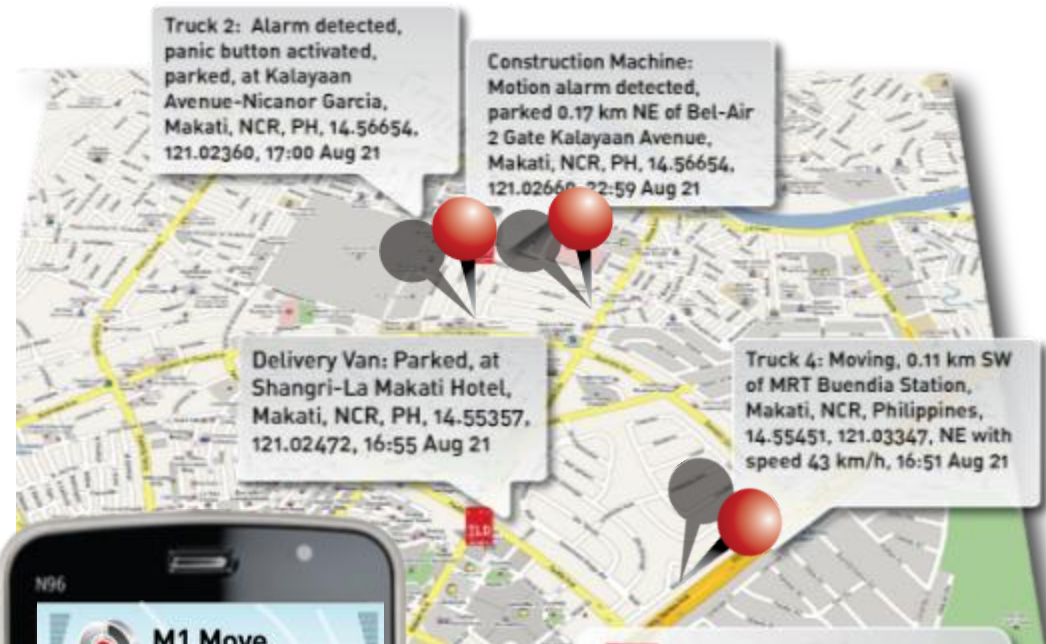
- Landmarks for 220 countries/regions
- Add your own locations with SMS (home, office, holiday home...)
- Batches of locations can be added

Landmarks do the job of maps

- Coordinates translate into landmarks
- No server or map data required
- Faster, cheaper and more reliable

But maps are available as well

- See your vehicle on Google Maps
- Works with M1 Move and M1 Fleet



Tramigo has a buy-to-own business model.
There are no monthly fees or extra charges.

Easy to use

Always works

Lowest cost

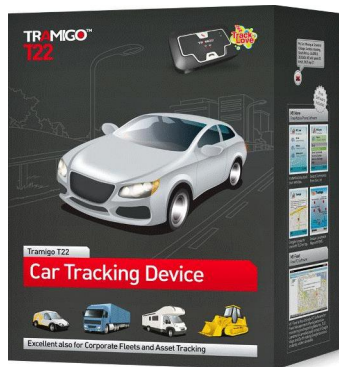
Buy-to-Own Business Model



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Buy Tramigo T22

You buy it, you own it. No monthly fees, no extra charges or hidden costs.

Subscribe to a new SIM

Choose a suitable SMS plan depending on your monitoring needs and fleet size

Free accessories

Every box contains the accessories specifically designed for the target vehicle to make the most out of your product.

Free software

For simple tracking from a mobile phone and for easy fleet management on a PC

Free support

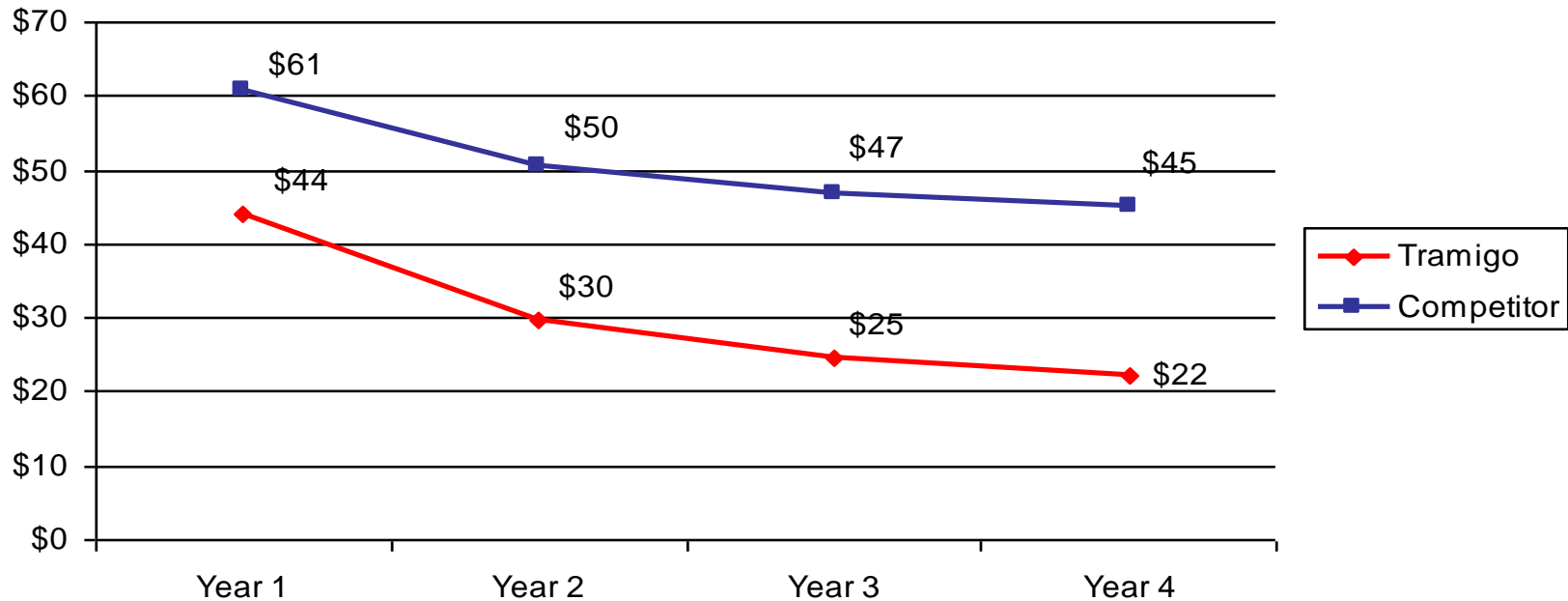
2 year international warranty and 24/7 support via phone, email and Skype

Free updates

Free firmware and landmark updates

Tramigo lowers the cost of tracking by 50%.
Tramigo can do this, because there are no monthly fees.

Cumulative Cost of Tracking per Month: Tramigo wins by 50%!

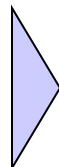


Competition

- Device \$250
- Data plan \$15
- Monthly fee \$25

Tramigo T22

- Device \$350
- SMS plan \$15
- **No monthly fee**



Cost of tracking reduced by 50%!

Conservative averages based on Tramigo market intelligence. Exact values vary from market to market. In Western Europe competitor monthly cost ranges between \$45-70 (33-50 €).

Tramigo is designed for the ease of use, highest reliability, the lowest cost and has several unique features to track and protect your assets.

Easy to use

Always works

Lowest cost

Summary of Tramigo Advantages

Easy to use

Use with any phone SMS to track and send commands
Free phone software Track using a simple user interface (optional)
Free PC software Fleet management application (optional)

Works everywhere

No data network Track anywhere, in rural networks too
No map needed Tramigo landmarks cover the world
Car, bike, boat We have the solution tailored for your vehicle

50% lower cost than competition

No monthly fee Fixed price device that you own
Lowest cost Tramigo beats the competitors by 50%
Pay SMS for use You only pay when you track your unit

Advanced capabilities

Protection Immobilizer, motion sensor, touch detection
Innovation Panic button, microphone
Optimisation Speed alert, leaving zone alert, motion alert

Tramigo is the only tracking company that offers
24 month international warranty.

Partner and Products You Can Trust

The warranty and support

24 month full international warranty

24/7 technical support

Free firmware/landmark updates

Training material and level 2 support

Quality proven on the field

**+500 000 units shipped
0,15% returns**

**Units working on the field since
2002 without interruption – and still
using the same SIM card**

**Risk-free: no server means
no downtime or dependency**

Tramigo stands behind its products, with quality proven on the field since 2002

1

Tramigo is the leader in aftermarket tracking

2

Easy to use, reliable and cost efficient

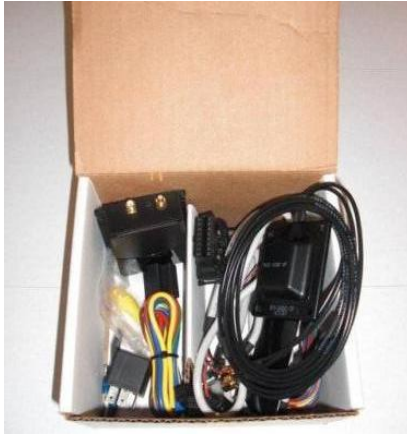
3

Control and Peace of Mind for any Fleet owner

Your fleet is your revenue generator – choose quality, choose Tramigo
Hundreds of satisfied small and medium-sized fleet clients around the world

Tramigo is guaranteed to protect your fleet!

GPS tracker XYZ



- ❖ Defect ratio as high as 1:5
- ❖ No warranty, money lost when broken!
- ❖ No software for PC and mobile phone
- ❖ No updates
- ❖ No references – no trust
- ❖ Limited to basic functions
- ❖ Location info only with coordinates
- ❖ Need to source 3rd party accessories

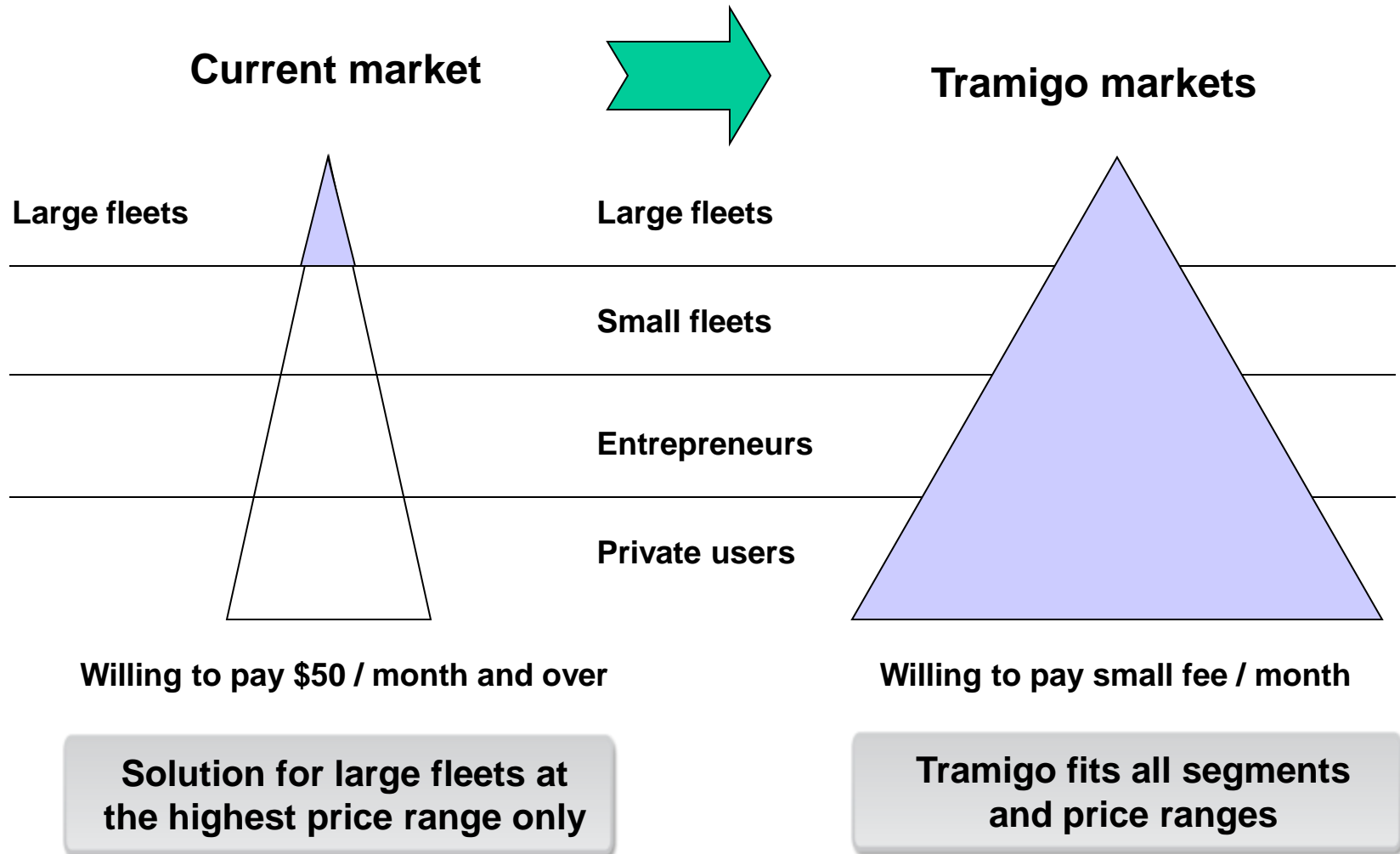
Tramigo T22



- ✓ European product, top quality
- ✓ 24/7 support email, phone, Skype
- ✓ 2 years International warranty
- ✓ Free multilingual software for PC and phones
- ✓ Totally free updates on firmware and software
- ✓ Patented TLD Reference Points build-in and integrated GoogleMaps access
- ✓ Remote listening, engine shutdown, Excel reports
- ✓ Complete accessory set always included

Tramigo cost and functional advantages multiply the available market.
Tracking becomes viable to new segments and small businesses.

Tramigo brings accessible Tracking Solution to all fleets



Tramigo is very popular in large fleets. It is very successful with corporations, government, municipalities and armed forces.

Large Fleets Choose Tramigo for Performance and Lowest Cost

What and where	# of vehicles	Benefits for the organization	Payback
BMW Financial Services, car leasing, Mexico	> 10 000	Lower three year insurance premiums, reduced benefit misuse and no lost vehicles	Immediate
Lifeline medical services, Philippines	> 10 000	No monthly fees, superior accuracy for emergency handling, better client service	12 months
Bikers club, Portal Motos, Spain	> 5 000	The preferred motorcycle security device for this 200 000 persons biker community	N/A
Vehicle recovery, Nigeria	2 500	The fastest and the most reliable way to recover a stolen / lost vehicle	6 months
Armed forces, several, undisclosed	> 1 000	Nobody is able to access the military grade information – no server, no middle man	N/A

Server-based/monthly fee solutions don't work for small fleets, which are 90% of the tracking market. Tramigo is their preferred provider.

Small Fleets Choose Tramigo for of Ease and No Monthly Fees

What and where	# of vehicles	Benefits for the organization / user	Payback
Construction equipment, Malaysia	16	No need for on-site control of equipment, easy theft detection and machine recovery	3 months
Caribbean insulation services	11	Effective dispatching, capability for voice communication (no need for another phone)	9 months
Car rental, Trinidad & Tobago	9	Reduced risk of theft, remote shutdown in case of theft or unpaid long term lease	12 months
Pizza delivery, Finland	3	Know what your drivers do, and guide them	18 months
Taxi company, Mexico	30	Provide safety against car jacking. Panic button sends SMS to the rescue team.	N/A
Motorbike collector, Australia	1	Be sure that your irreplaceable vintage motorbike does not get lost	N/A
Wal-Mart, Mexico	>1 500	Easy way to buy security for your car – even for standard Wal-Mart customers	N/A

Tramigo is their preferred provider of small fleets.

Tramigo – Most chosen solution for SME fleets worldwide



Delivery trucks in Chile



Private transport in Mexico



Moto couriers in Philippines



Mining equipment in Peru



Taxis in South Africa



Rental machinery in Finland



Moving fleet in Panama

To get more information on Tramigo Fleet solution, please contact us at the following details

Tramigo T22 brings the missing part to your fleet!

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