



## Company Profile

ATX Group is a global leader in providing **customized connected vehicle (or telematics) solutions to automobile manufacturers**. We develop and provide services that add safety and convenience to the driving experience.

ATX services are customized to help **build additional brand value for automaker clients** by enhancing the quality and scope of their post-sale customer service and relationship management, while improving operational efficiencies and reducing costs.

Established in 1994, ATX pioneered one of the first telematics service offerings with Ford Motor Co. and continues to be **an innovator in the industry**. ATX leads in the development of applications that allow drivers to safely access and manage online-based information into the vehicle; remotely access real-time, in-vehicle data for diagnostics and vehicle performance evaluations; and integrate information of critical assistance to multiple levels of emergency responders.

## Vehicle Manufacturers We Serve

All of ATX's services are privately labeled and designed to provide our automaker customers with multiple customer relationship management touchpoints during the life of the vehicle. Each interaction helps promote an experience with **some of the most renowned automotive brands in the world**:

- Toyota (United States)
- Lexus (United States)
- BMW (United States, Canada, Western Europe)
- Mercedes-Benz (Canada)
- Rolls-Royce (United States, Canada)
- PSA Group Peugeot (Western Europe)

## Services We Provide to Vehicle Owners

- location-specific emergency and roadside assistance
- automatic collision notification
- stolen vehicle recovery
- real-time and location-based traffic and navigation information
- in-vehicle access to online information
- remote vehicle diagnostics and remote operation of vehicle functions (e.g., door unlock, ignition start-up)
- direct connection of a driver to his or her preferred or nearest dealer to address service and vehicle-related questions

## ATX At-A-Glance

**Services:** Provides customized private-label connected vehicle (telematics) programs for automakers

**Customers:** Toyota, Lexus, BMW, Rolls-Royce, Mercedes-Benz (in Canada), PSA (Peugeot Citroën)

**Subscribers:** 1,233,589 (Dec. 2009)

**Markets:** North America, Western Europe

**Employees:** 444 (4Q09)

**Offices:** Irving, Texas U.S.A.; Düsseldorf, Germany

**Web site:** [www.atxg.com](http://www.atxg.com)

**Parent Company:** Cross Country Automotive Services  
[www.crosscountry-auto.com](http://www.crosscountry-auto.com)

## What Are “Connected Vehicle Services”?

A typical telematics program provides five distinct program elements:

- in-vehicle hardware or portable device with vehicle connectivity
- wireless communications
- location technology
- content (off-board the vehicle)
- driver interface (voice, data, interactive voice recognition, Web)

ATX maintains the responsibility of integrating the various program elements selected by the automaker into an efficient service offering. This process involves developing and managing the systems and infrastructure necessary to support voice and data transmissions from a widely dispersed group of vehicles, and managing these transmissions in a way determined by the automaker client.

Service delivery also involves dealer support, maintenance and operations of response centers, remote activation and deactivation of systems, customer orientation and support, and billing and collection.

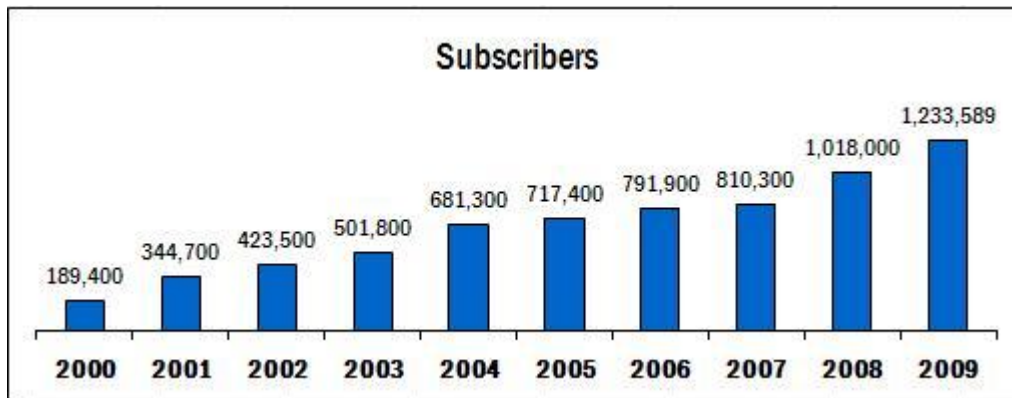
## Competitive Strengths

- Experience with a variety of technology platforms
- Infrastructure designed solely for connected vehicle services with leading customer relationship management and data protection frameworks
- Long-time and strategic relationships with recognized automobile manufacturers
- Provider of customized solutions
- Ability to leverage the size, longtime strategic relationships in auto industry and CRM architecture

## Key Factors Driving Telematics' Growth

- Widespread acceptance by vehicle owners of safety and security features, including hands-free, voice-centric access to services
- Growing adoption by vehicle owners of leading edge, in-vehicle technologies
- Automakers seeking to differentiate their products, improve operating efficiencies, enhance customer service, and increase customer retention and brand loyalty, and enhance vehicle servicing at dealerships
- Growing international demand for telematics applications

## Subscribers



## Management



**Michael Saxton**  
President and Chief Executive Officer



OEM Account Management  
**Tom Metzger**  
Senior Vice President of  
Sales & Account Management



Media/Government/Public Relations  
**Gary Wallace**  
Vice President of Corporate Relations  
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## Ownership

ATX is a division of Medford, Mass.-based Cross Country Automotive Services ([www.crosscountry-auto.com](http://www.crosscountry-auto.com)), a leading provider of integrated vehicle and driver programs in North America.

Cross Country provides world-class, award-winning customer services for more than 100 leading corporations that support over 75 million of their loyal customers.

ATX's affiliation with Cross Country enables it to bring a range of additional mobility services to its client base.



### Cross Country At-A-Glance:

**Customers:** More than 75 million  
**Employees:** Approximately 1,800 (2009)

**Call centers/data centers:**  
Medford, Mass; Sault Ste. Marie, Ontario, Canada; Sebring, Fla.; Tucson, Ariz.