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Disruptive New Technology Upsets Car Starter Industry

Text2Car technology starts vehicles with or without previously installed remote starter

Saskatoon, SK — Nationally-acclaimed Text2Car announced today the release of three innovative new products, exclusive for GM vehicles, with functionality and price points that will be highly attractive to dealerships and consumers alike. Edmonton has been selected for the Product Pre-launch.

The T2C-GM model is the first technology of its kind to work with GM factory remote starters and, more importantly, the first to offer a seamless, one-step installation process that takes mere minutes to complete. Once installed, this device allows the user to start, unlock, open the trunk, close the sunroof, locate, schedule and monitor their vehicle using any cellphone or PC—all at under \$5 a month, a fraction of the cost of other similar products, such as OnStar.

Another new product, the T2C-GMS, bypasses factory starters or works as a remote starter for vehicles that don't already have one installed. This product represents a significant cost-savings for the consumer and, as such, gives authorized dealerships a unique and attractive selling point in what is a highly-competitive market. Major advantages of T2C products over factory starters include: elimination of the eight-minute run time, elimination of the max 2-time-only start, and an installation process so simple that no technicians are required. Consumers will enjoy significant benefits with the T2C-GMS, as virtually all factory starter limitations are eliminated, again, all at under \$5 a month.

Text2Car's third new product, the T2C-GMF comes at half the price of an installed typical after-market remote starter while still using the factory key fob.

Vince Hardy, CEO of Text2Car, a division of Global Integration Inc., will be travelling with his team to Edmonton to showcase these new products at GMC dealerships from **June 27 to 29**. He says GM dealerships who offer the option of Text2Car are likely to see immediate increases to their bottom line and Customer Service Index (CSI).

"We are the only company in the world that has the ability to literally plug in a device that gives customers so much control and convenience", says Hardy. "For the dealership this means an easy way to increase their profit by including a Text2Car device as an easy add-on during the sale process and answering customers concerns before they are even raised. This leads to greater customer satisfaction and in turn, higher CSI for the dealership." Hardy concluded, "We will be releasing Chrysler and other manufacturer's models this year."

Text2Car is a Canadian-based company founded in 2009 with their corporate office in Saskatoon, SK. They have been featured on The Dragon's Den, The Discovery Channel and won multiple awards on local, provincial and national scales.

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