Guidepoint Introduces ICU™ Inventory Control Systems for Dealerships

Advanced lot protection module requires no installation and includes an automated inventory management system

FORT WORTH, TEXAS – November 4, 2016 (MEDIAWIRE) – Guidepoint Systems, developer of location-based vehicle protection and driver safety systems, introduced a new platform that provides real-time vehicle status and tracking information to dealerships. The ICU™ (Inventory Control Unit) is an OBD2 plug-in module that includes built-in GPS, cellular connectivity and future expansion capabilities. Paired with a comprehensive online portal that enables dealership personnel to monitor vehicle inventory, the ICU immediately benefits dealerships with cost savings, loss prevention and inventory automation.

Designed and manufactured in Texas, the ICU module requires no additional wiring connections to made in the vehicle. For a stealth installation or continued access to the OBD2 port, it can be installed with a pass-through harness, sold separately. Along with GPS and cellular connectivity, a built-in back-up battery notifies dealership personnel if the ICU is removed from the vehicle.

Dealerships receive data from each ICU module through an online portal that can be accessed from any Internet-connected computer, smartphone or tablet. Through the portal an inventory manager can monitor vehicle statistics including mileage, fuel level and trouble code status. Vehicles can be located immediately whether on-property or on satellite lots, saving valuable time and improving customer response.

Another time-saving feature of the ICU is its built-in automated data collection feature, eliminating the need for dealerships to manually gather data on each vehicle. Just by plugging in the ICU, the dealership-accessible inventory portal is automatically populated with each vehicle's VIN and vehicle statistics.

The ICU represents a new profit center for dealerships as well. Once the vehicle is sold, it easily converts from lot protection to a consumer-friendly vehicle protection system. The dealership can offer the system to buyers with up to seven years of monitoring by Guidepoint systems.

The ICU is also outfitted for expansion. A built-in, low-energy Bluetooth radio will allow third-party developers to build apps that take advantage of its connectivity and vehicle information access to add more value to dealerships and end users.

"Our new ICU module is the first platform of its kind to deliver immediate benefit to dealerships and allow for continued innovation," said Tom Gafford, chief technology officer. "We designed the platform as a simple solution to protect vehicles in dealership inventory, and its ability to auto-populate vehicle information makes it unique. We look forward to providing additional dealer-centric features in the coming months, plus partnering with other companies to expand its feature set."

The Guidepoint ICU is available immediately and comes with one year of inventory control monitoring, as well as a year of monitoring for consumers once the vehicle is sold. For more information on the ICU and other Guidepoint products for dealerships, visit www.guidepointsystems.com/dealer.

About Guidepoint Systems

Guidepoint Systems is a pioneer in the telematics industry. Its comprehensive services combine state-of-the-art hardware, software, connectivity and human interaction to deliver a safer and more secure driving experience. Guidepoint maintains its own 24/7/365 response centers in the U.S. and Mexico to deliver a variety of services to vehicle owners, dealerships and commercial fleet managers. Guidepoint also offers OEM-branded, proprietary services through leading carmakers, insurance providers and finance companies. Visit www.guidepointsystems.com or call 1-877-GPS-FIND for more information.

Images:
ICU Dealership Portal (567K)
ICU Module (45K)

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