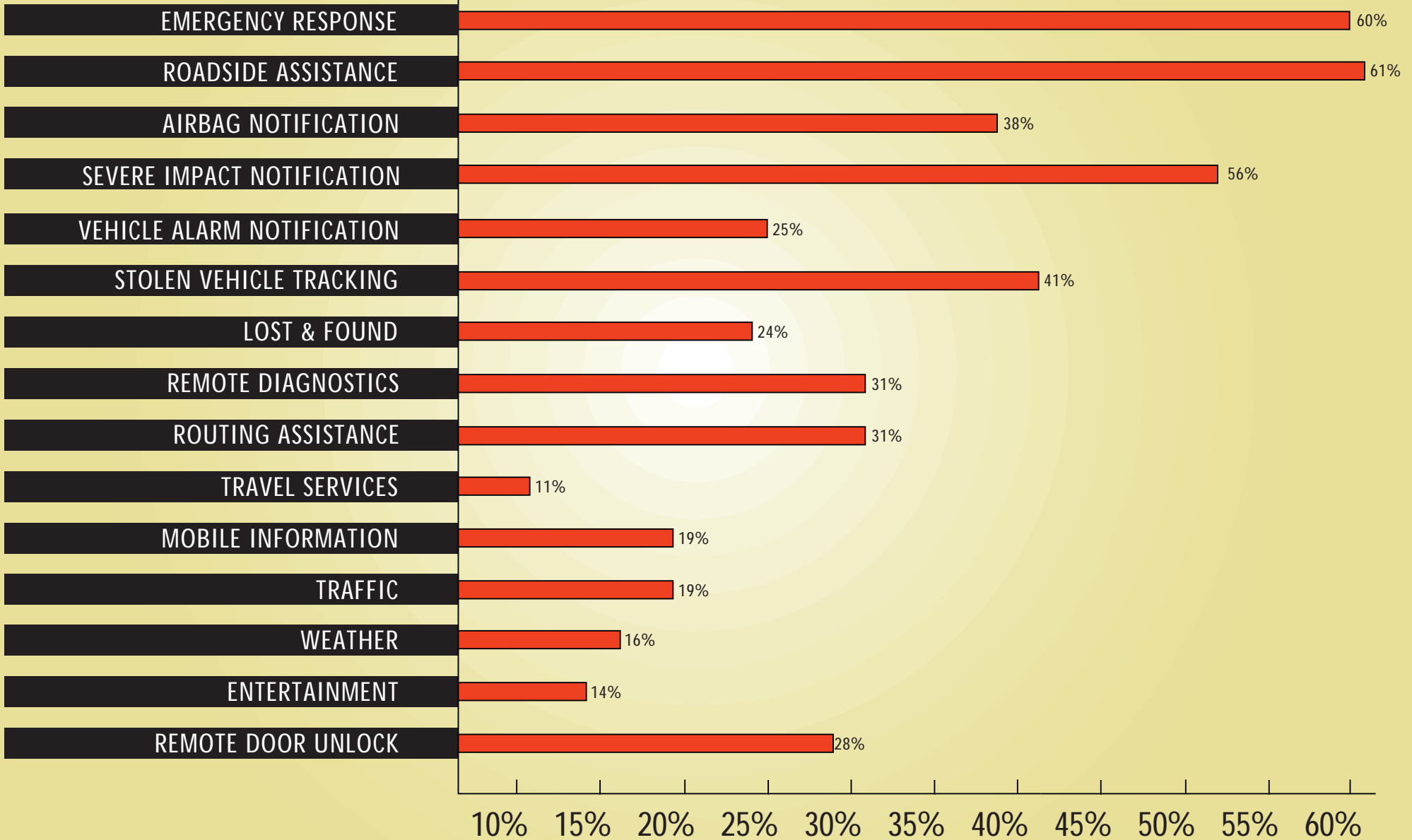


INDIVIDUAL SERVICES

PURCHASE INTEREST



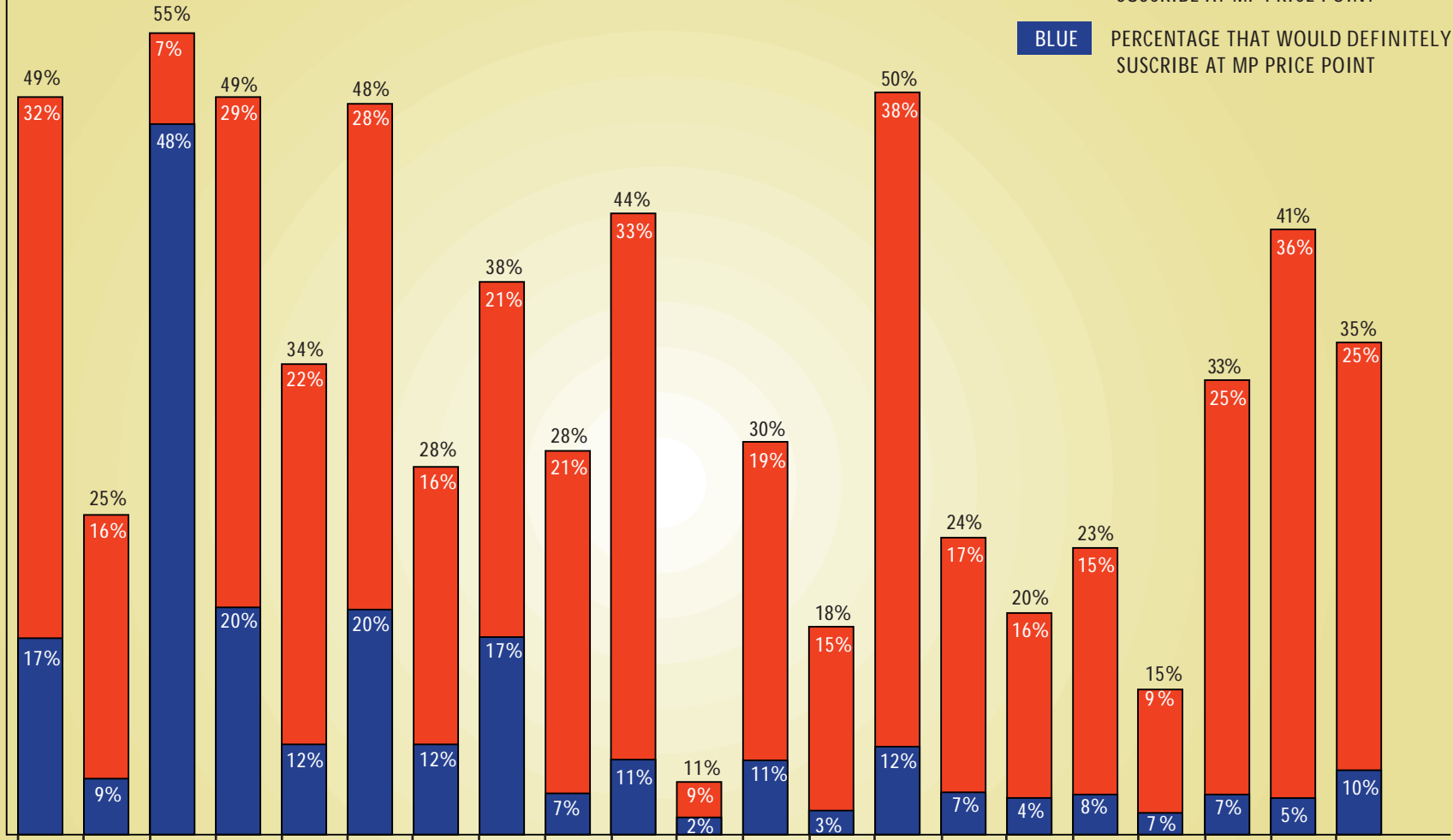
LEVEL OF CONSUMER INTEREST

DEMAND

MAXIMUM PENETRATION PRICE POINTS

RED PERCENTAGE THAT WOULD PROBABLY SUSCRIBE AT MP PRICE POINT
BLUE PERCENTAGE THAT WOULD DEFINITELY SUSCRIBE AT MP PRICE POINT

60%
55%
50%
45%
40%
35%
30%
25%
20%
15%
10%



MAXIMUM PENETRATION PRICE POINT

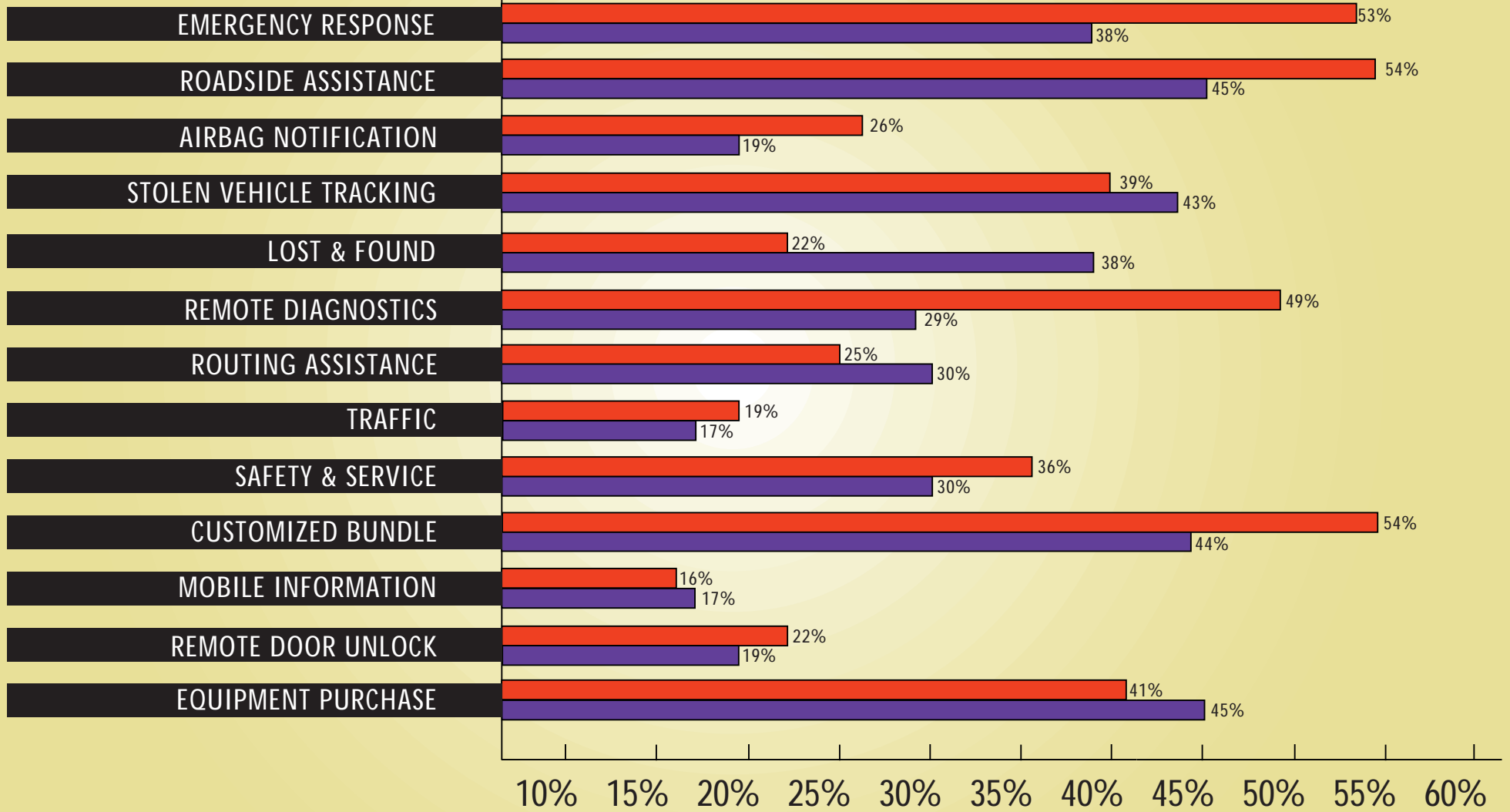
OPTIMAL PRICE POINT

SERVICES

EMERGENCY RESPONSE
 AIRBAG NOTIFICATION
 SEVERE IMPACT NOTIFICATION
 ROADSIDE ASSISTANCE
 VEHICLE SECURITY NOTIFICATION
 VEHICLE TRACKING
 LOST & FOUND
 REMOTE DIAGNOSTICS
 ROUTING ASSISTANCE
 SAFE VACATION PACKAGE
 TRAVEL SERVICES
 MOBILE INFORMATION
 TRAFFIC
 TRAFFIC "AS NEEDED" BASIS
 WEATHER ALERTS
 ENTERTAINMENT
 REMOTE DOOR
 INFORMATION BUNDLE
 SAFETY/SECURITY BUNDLE
 CUSTOM BUNDLE
 EQUIPMENT PURCHASE

INDIVIDUAL SERVICES

PURCHASE INTEREST



 FEMALE
 MALE

MALE VS. FEMALE