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We believe every dealer deserves an experience that meets or exceeds expectations, every time. That is why we created the Directed Dealers' Bill of Rights and worked within our organization to ensure we have the products, processes, policies, and people to deliver on these rights every day. Your Bill of Rights is our commitment that we will do what it takes to ensure you are totally satisfied. Log onto [www.directeddealers.com](http://www.directeddealers.com) to view all updated information on The Directed Bill of Rights.

Rediscover the most profitable category in mobile electronics and **Drive Customers to Your Store!**

## SPRING 2010 SECURITY PROGRAM

- › DEALER SUPPORT
- › TECHNOLOGY
- › ONLINE RESOURCES
- › PROGRAM



**Directed**  
ELECTRONICS

*Directed*  
ELECTRONICS  
The Partner You Can Count On

What is

# CRIME PAYS?

Long time Directed retailers will remember Crime Pays buttons dating all the way back to the 1980s, when Directed first introduced its Guaranteed Protection Plan (GPP). GPP, which is still in effect for Viper, Python and Clifford dealers, refunds your customer's insurance deductible up to \$2,500 if their vehicle is stolen within the first year after purchase. The program is so popular it has grown to include Avital and Automate with specialized programs too.

**CRIME PAYS** means your customers get paid back if they become victims of auto theft. But in the broader sense, **CRIME PAYS** means that we are all in the crime prevention business of auto security, and that it pays some of the highest margins in all of consumer electronics! Compare your margins in security to selling head units, navigation or Bluetooth and you'll recognize the truth of that statement. As the industry leader, Directed is not taking the profitability of security for granted. In the next few pages, you'll see we have come up with a comprehensive program for Q2 that will drive profitable security business straight through your doors. We call it **CRIME PAYS** – because it does!

## The Future of Security

Not just for Remote Start anymore!



We have seen the future – and it's Smart. One SmartStart module, compatible with over 40 million smartphone users and growing. It's a win-win for you and your customers – because SmartStart is also compatible with the latest generation of 3X03 security systems – and offers in-demand security features:

**Push Notification of Alarm Triggers** – Push Notification is a feature that we are using to send alarm triggers to the phone. The smartphone handset receives a pop-up text message – and begins to sound the siren sounds just like a 2-way remote...with virtually unlimited range! Push notification can also alert the user to ESP command failures (if the alarm CPU could not execute the SmartStart command for any reason.)

**In-App Security Alerts** – Another great security feature, and a second level of notification for users whenever the SmartStart app is open.

**Security Alerts Log** – SmartStart will keep a record of security alerts in the Alerts tab, so you can review your alerts and then clear them.

**Virtually unlimited range 2-Way security features** – fully compatible with 5X series hybrids, 4X series remote starters - and now 3X03 security systems. That's Smart! Plus it just plugs in!



End Key Chain Clutter!



# NEW 3X03 SYSTEMS

## THE LAST PIECE OF THE PUZZLE

Product development for Directed's Prime Line platforms kicked-off several years ago with the HYBRIDS – our award-winning combined security and remote start systems. We call this the 5X02 platform: top-of-the-line 5902 systems (Responder HD Color), 5702 systems (Responder LC3 monochrome), 5202 systems (Responder LE with GhostLight™ LEDs) – and the 5102 systems (SuperCode™ 1-Way.) 5X02 Hybrid systems rule!

Next in the development cycle came REMOTE START-only versions of these models – the 4X02 platform: 4702 systems (Responder LC3), 4202 systems (Responder LE), and 4102 systems (SuperCode™ 1-Way.) Highly successful Viper, Python and Clifford remote start systems.

And now – drum roll please! As announced at CES 2010 – Directed is proudly releasing our next generation SECURITY platform, which we call 3X03. Six new 2-Way Security systems: two each in Viper, Clifford and Python. We call these state-of-the-art systems 3X03 because they are the Third Generation of our best selling Prime Line SuperCode™ platform: 3303 systems (Responder LC) and 3203 systems (Responder LE).

Building on the success of the 4X and 5X systems, there has never been a Security Platform as advanced, versatile and flexible as 3X03. They are so good we've built this whole CRIME PAYS Program around them!

### 3X03: Here's what you need to know

- Built-in D2D for the highest level of connectivity with Performance Matched XPRESSKIT interfaces – **SAVE INSTALL TIME & LABOR!**
- Control Center with integrated valet switch and bright blue status LED – **EASY TO USE, EASY TO INSTALL!**
- SuperCode™ for long distance reliable range – **RANGE SELLS!**
- Visual text confirmation of Zone triggers i.e. shock, field disturbance, tilt sensor, glass break, and ultrasonic on the 2-Way LCD remote – **WHAT YOU SEE IS WHAT YOU GET!**
- Auto Re-Arm. If you unlock the vehicle and do not enter the system will re-lock and re-arm – **FOR SAFETY & PEACE OF MIND!**
- Ground when armed sensor port for additional sensors – **ADD-ON THOSE ACCESSORY SALES!**
- Flex Relay for dome light, horn, and truck release operation – **MAKES ADD-ONS & OPTIONS EASY, WITH FEWER PARTS!**
- Upgradable remote start capability – **COMPLETELY SYNC'S FOR STATUS & FUNCTIONS!**
- 3X03 is SmartStart Compatible – **NOW THAT'S SMART!**



Here's one last thing you should know – we listen to our customers. THE MODEL NUMBERS AND PART NUMBERS MATCH. They're identical in Viper, and closely related in Python and Clifford. Less confusion - only one conclusion: take advantage of 3X03 and the CRIME PAYS Program to Drive Profitable Security Sales All Year Long!

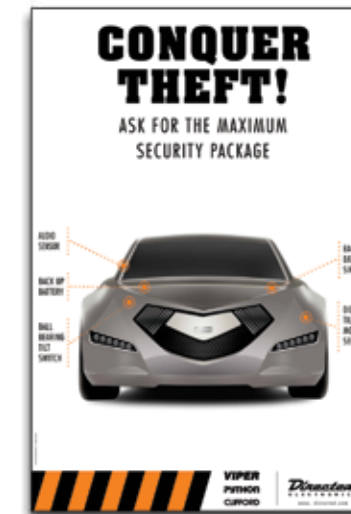
# NEW ACCESSORIES BUNDLES

## Make It Easy to Sell Security

If you've ever sold a Field Disturbance Sensor to a customer with a convertible, you know what we're talking about: add-on sales to Security can dramatically boost your margin – and all you need to make it happen is a little help.

We've got your back! Directed Accessory Bundles and their related Point of Purchase materials (POP) make it easier than ever to present and sell accessories to your security customers – **because they want the protection!**

When your customer comes to you for an alarm – They want to know that his siren will sound if some punk breaks his glass! No worries. The 504D Stinger DoubleGuard shock sensor is the best electromagnetic sensor on the market – but if you want to make sure breaking glass will trigger the siren every time, you must sell them a 506T! That's where the new Accessory Bundles come in.



### New Merchandising!

## NEW ACCESSORIES BUNDLES

### MAXIMUM SECURITY PACKAGE

PN	Description	Sheet	Retail
520T	Back Up Battery	\$ 24.00	\$ 69.00
515R	Back Up Battery Siren	\$ 26.00	\$ 79.00
507M	Digital Tilt Motion Sensor	\$ 27.00	\$ 79.00
8613	Ball Bearing Tilt Switch	\$ 6.00	\$ 19.00
506T	Audio Sensor	\$ 13.00	\$ 39.00
<b>Total</b>		<b>\$ 96.00</b>	<b>\$ 285.00</b>

### "SMASH AND GRAB" PACKAGE

PN	Description	Sheet	Retail
509U	Ultrasonic Sensor	\$ 30.00	\$ 89.00
513T	Mini Piezo Siren	\$ 7.00	\$ 19.00
<b>total</b>		<b>\$ 37.00</b>	<b>\$ 108.00</b>

### "RIMS AND TIRES" PACKAGE

PN	Description	Sheet	Retail
507M	Digital Tilt Motion Sensor	\$ 27.00	\$ 79.00
8613	Ball Bearing Tilt Switch	\$ 6.00	\$ 19.00
<b>Total</b>		<b>\$ 33.00</b>	<b>\$ 98.00</b>

### CONVERTIBLE AND JEEP PACKAGE

PN	Description	Sheet	Retail
520T	Back Up Battery	\$ 24.00	\$ 69.00
508D	Field Disturbance Sensor, Dual zone	\$ 30.00	\$ 89.00
513T	Mini Piezo Siren	\$ 07.00	\$ 19.00
8613	Ball Bearing Tilt Switch	\$ 6.00	\$ 19.00
<b>Total</b>		<b>\$ 67.00</b>	<b>\$ 196.00</b>

### "WINDOW AUTOMATION" PACKAGE

PN	Description	Sheet	Retail
530T	Window Automation	\$ 50.00	\$ 149.00
<b>Total</b>		<b>\$ 50.00</b>	<b>\$ 149.00</b>

# GROW YOUR VEHICLE SECURITY BUSINESS

the most profitable category in all Mobile Electronics

Here is a program focused to help you grow your vehicle security business. (April 1 - June 30th 2010)



and **YOUR SELLING STRATEGY**

It all comes down to what works for your store. Some prefer "top down" selling and work from the top of the assortment, higher price points down. Usually a great way to focus on key technologies or performance that drives an emotional "Buy - must have" decision, while other details are not always presented. Others prefer to educate their customers with a step up strategy, so they cover the features and functionality and qualify along the way - makes it harder for the customer to say no or back down. Still others "Package" grouping key features sets included and installed for a price - no surprises with add-ons later, we also see some very successful accounts start with the customer, driving habits, car, trim level etc and develop a fully custom proposal like you might get from someone remodeling your home! Whatever one works for you make sure its clear to your team and make sure you keep it fresh and review it from time to time - now's the time!!

## Complete Lineup

**VIPER CLIFFORD PYTHON**  
\$449-\$799 Security with Remote Start

**The Complete Lineup** is topped off with Hybrids: Security and Remote Start the apex of security and convenience. Some folks get really tripped up at times, some key drivers to ensure and well managed are Two way and Range options as well as the benefits of integrated interfaces and performance matched benefits.

## Core Price Points

**VIPER CLIFFORD PYTHON**  
\$249-\$399 High End Security (2-Way)

**Core:** as the word says "center" we also think key to anyone interested in Crime pays and growing their business. Although we've made this part of the program easy for You to step to it is the key for your assortment and gets you into a higher playing field in sales and profits. You need your team prepared to sell value adds, why its better, focus on key decision drivers and call outs. These days it's all about 2 way - what does that mean to you, your floor and most importantly to your customer!

## Core Price Points\*

High End Security (2-Way) ( Viper, Clifford, or Python)	2 Units	\$297
Core Security (1-Way) ( Viper, Clifford, or Python)	6 Units	\$605
Promotional Security Avital 3100L	8 Units	\$340
Keyless Entry Avital 2102 (2 remotes)	2 Units	\$63
SmartStart the ultimate add on for high tech control	1 Units	\$197
Top Ten Security Accessories high Profit add ons		\$202
Top 5 Replacement Transmitters covering over 75% of all systems Directed has ever made		\$208
Order Total*		\$-1,912
Savings On Avital Sec.		- \$ 100
4% DFI		- \$ 72
<b>Net Order Total*</b>		<b>\$ 1,739</b>

### Includes the Basics

## Complete Lineup\*

Security with Remote Start (2-Way) ( Viper, Clifford, or Python)	2 Units	\$378
High End Security (2-Way) ( Viper, Clifford, or Python)	2 Units	\$297
Core Security (1-Way) ( Viper, Clifford, or Python)	6 Units	\$605
Promotional Security Avital 3100L	8 Units	\$340
Keyless Entry Avital 2102 (2 remotes)	2 Units	\$63
<b>Includes the Basics and Core Price Points</b>		
Top Ten Security Accessories high Profit add ons		\$202
Top 5 Replacement Transmitters covering over 75% of all systems Directed has ever made		\$208
Order Total*		\$-2,290
Savings On Avital Sec.		- \$ 100
10% ongoing**		- \$ 219
5% DFI		- \$ 98
<b>Net Order Total*</b>		<b>\$ 1,873</b>

**VIPER CLIFFORD PYTHON**  
\$239 Premium Security

## The Basics

**The Basics:** covers entry and mid level product feature and price points. Don't miss out on some key pieces of the business here. Many of our accounts miss out on the "razor-blades" of the business - replacement remotes! Also remember how much you can save someone who might be needing a OEM replacement remote, you can sell them keyless they get 2 remotes with the keyless you sell them and you save them money. The basics have some key features it is important to ensure your sales team understands benefits and value adds or simply why they are important.

**AVITAL**  
\$129 Keyless Entry  
\$99 Security

- Replacement Transmitters
- Accessories

## The Basics\*

Core Security (1-Way) ( Viper, Clifford, or Python)	6 Units	\$605
Promotional Security Avital 3100L	8 Units	\$340
Keyless Entry Avital 2102 (2 remotes)	2 Units	\$63
SmartStart the ultimate add on for high tech control	1 Units	\$197
Top Ten Security Accessories high Profit add ons		\$202
Top 5 Replacement Transmitters covering over 75% of all systems Directed has ever made		\$208
Order Total*		\$-1,615
Savings On Avital Sec.		- \$ 100
<b>Net Order Total*</b>		<b>\$ 1,515</b>

### Benefits

- 1 time purchase of the Avital 3100L at \$30
- Alarms.com authorized retailer
- Alarms.com retailer kit
- Customizable product feature cards (online)

### All the benefits of "The Basic" plus:

- Purchase the Avital 3100L at \$30 until June 30 2010
- 4% one time discount on this order

### All the benefits of "Core Price Points" plus:

- 10% ongoing discount until June 30 2010 (Security, Remote Start, Hybrid, Interface and accessories)
- 5% one time discount on this order

\* Estimated order total based on Volume dealer COD/credit card status pricing. Per retail location. Pricing is shown as an estimate only, your net invoice price may vary.

\*\* Excludes SmartStart

The program is only applicable to retail dealers, regional retailers, and new car dealer expeditors located in The United States and currently on the standard volume dealer program and in good standing. Not available to international accounts. All products and marketing materials are subject to availability. Directed Electronics reserves the right to change product and program specifications, delivery and pricing without notice. Order level is per retail location. You may place only one qualifying Crime Pays opening order in the second quarter.

# PROGRAM BENEFITS

# CRIME PAYS

## Driving New Customers to You

Placement of all your store locations on [www.alarms.com](http://www.alarms.com)



Download free SPOTCRIME iPhone app. Get local theft statistics and risk levels to know how safe it is to park your vehicle.



## Crime Pays Retail POP Kit

Giving you the tools you need to help merchandise and sell security with accessories.



## Tools You Can Use

Freshen up your retail display cards with our great online tool. Edit the feature cards in word, or just print out pre done PDFs.



# Sign Up Today

Call your Directed Sales Manager to place your opening Crime Pays order today!



## I. Required Assortment

All Crime Pays opening orders include **"The Basics"**

The Basics	
<b>Core Security</b> (1-Way) ( Viper, Clifford, or Python)	<b>6 Units</b> \$605
<b>Promotional Security</b> Avital 3100L	<b>8 Units</b> \$340
<b>Keyless Entry</b> Avital 2102 (2 remotes)	<b>2 Units</b> \$63
<b>SmartStart</b> the ultimate add on for high tech control	<b>1 Units</b> \$197
<b>Top Ten Security Accessories</b> high Profit add ons	\$202
<b>Top 5 Replacement Transmitters</b> covering over 75% of all systems Directed has ever made	\$208
Order Total*	\$-1,615
Savings On Avital Sec.	- \$ 100
<b>Net Order Total*</b>	<b>\$ 1,515</b>

## 2. You Choose

Select the following Products based on each level.

VIPER	CLIFFORD	PYTHON
<b>Complete Lineup</b>	<b>2 Way</b> Security and Remote Start	<b>2 Units</b>
<b>Core Price Points</b>	<b>2 Way</b> Security	<b>2 Units</b>
<b>The Basics</b>	<b>1 Way</b> Security	<b>2 Units</b>

Call your Directed Sales Manager today to place your order!

\* Estimated order total based on Volume dealer COD/credit card status pricing. Per retail location. Pricing is shown as an estimate only, your net invoice price may vary.

\*\* Excludes SmartStart

## Driving New Security Customers

to your Store through [www.alarms.com](http://www.alarms.com)!

What is [www.alarms.com](http://www.alarms.com)? It's a 3rd Party Consumer Website 100% focused on Auto Security – and as a CRIME PAYS Spring Security Program Dealer, you can be part of it!

When we said this was a coordinated effort, we meant it! Directed has reached out to a number of world class companies in the automotive aftermarket, who are willing to cross-promote [www.alarms.com](http://www.alarms.com) on their websites because it's mutually beneficial.

Long time Directed dealers will recall Security Sense magazine, which we included in master cartons of our products. Security Sense was made to entertain your customers in the waiting room. But the Dealer Locator on [www.alarms.com](http://www.alarms.com) can attract NEW customers, and send them right to your store – and only CRIME PAYS dealers will be included!

There's a whole world of content that can be linked to [www.alarms.com](http://www.alarms.com) – but Directed is going one step further and partnering with SpotCrime.com – A Free App that will be downloadable on the site. "SpotCrime" will allow smartphone users to access local crime info, so they know if they're parking in a relatively safe location or not.

The new App should generate a lot of buzz because it provides a valuable free service – and it will be associated with [www.alarms.com](http://www.alarms.com) and by extension: your store! How's that for adding value to the Program!



Download Free SpotCrime App providing local theft statistics and risk level for secure parking/safety tied to [www.alarms.com](http://www.alarms.com)



- Great exposure to smartphone users
- Targeting new security consumers
- Online advertising campaign  
(Launching July 1, 2010)

