

# News Release

FOR IMMEDIATE RELEASE

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## **ESCORT renews its affinity program for Aston Martin Owner's Club**

December 29, 2008 WEST CHESTER, OHIO - ESCORT Inc., maker of the world's best radar and laser detectors, is renewing its affinity program for Aston Martin Owner's Club, North America members for the upcoming 2009 season. "[ESCORT](#) believes there is a unique and close interaction between the world class vehicles manufactured by Aston Martin and our best in class radar and laser detectors" said Steve Thomas, Director of Motorsports Marketing for ESCORT. "Performance vehicles are often unfairly targeted for speeding and need world class protection. By working with the Aston Martin Owner's Club, we are able to directly benefit the car owners where it counts most – in their Aston Martin vehicles." ESCORT will continue to make a \$25 to \$75 donation to the Aston Martin Owner's Club for each detector purchased under the Aston Martin Owner's Club program.

### **PASSPORT 9500ci**

In mid-2008 ESCORT made the custom-installed [PASSPORT 9500ci](#) available to Aston Martin Owner's Club members. The PASSPORT [9500ci](#) reinforces ESCORT's unrelenting radar and laser detector dominance by incorporating GPS-Powered speed and location intelligence. The [9500ci](#) is the world's only custom installed radar and laser defense system to possess this advanced technology.

The [9500ci](#) operates as a complete radar and laser defense system yet is completely discreet – it can't be seen due to its integrated installation. Its blue LED full-text display provides instant visual threat info while a separate controller allows easy operation – separation of the display and controller yields great flexibility for the installation and maintains the aesthetic beauty of the owner's vehicle. The [9500ci](#) also ups the ante by incorporating a new dual antenna and high-efficient LNA receiver, providing the industry's best long-range warning against all radar guns. The receiver is also completely undetectable to all known scanning devices, making the [9500ci](#) the stealthiest custom-installed detector in the world.

Laser protection is accomplished by multiple sensors mounted front and rear of the vehicle. These sensors are able to measure minute fragments of light produced by laser guns and provide superior laser detection. The [9500ci](#) laser sensors also have

The logo for ESCORT, featuring the word "ESCORT" in a bold, blue, sans-serif font with a registered trademark symbol (®) at the end.

“Shifting” capability, which significantly reduces the possibility that the driver will be stopped due to being targeted by laser guns.

The [9500ci](#) also breaks new ground by building upon ESCORT’s patented TrueLock™ feature, which uses GPS technology to eliminate false alerts by indexing their exact location and frequency. And the new AutoLearn™ feature automatically analyzes all incoming signals and automatically eliminates false signals. “This artificial intelligence makes the PASSPORT 9500ci the most accurate detector on the road. You drive – it learns – end of story.” said Tim Coomer, Escort’s Vice President of Product Development.

The 9500ci also addresses the single fastest growing threat drivers face today - the increasing numbers of fixed position speed and red light cameras. The [9500ci](#) is prepared to meet this expanding new threat by incorporating a North American safety camera location database, which alerts the driver prior to approaching. The [9500ci](#) safety camera database can also be updated via ESCORT’s website.

#### **About ESCORT, Inc.**

ESCORT Inc. is the leading manufacturer of high-performance radar and laser detectors. ESCORT manufactures products under the [ESCORT](#), [SOLO](#), [Vector](#) and [Beltronics](#) brands. The company is headquartered in West Chester, Ohio with its principal manufacturing facility located in Mississauga, Ontario, Canada.

