

News Release

FOR IMMEDIATE RELEASE

ESCORT Radar Exhibits Car Dealer Profit POS Training at NADA Automotive Show, Booth 1247

West Chester, Ohio (PRWEB) January 19, 2009 – [ESCORT Radar](#), maker of the world's best radar and laser detectors, will present on-site Dealer Sales Training for NADA (National Automobile Dealers Association) attendees at the January NADA show in New Orleans. ESCORT's Car Dealer Sales Training promotes the new [Passport 9500ci Custom Installed Radar Detector](#) as an incremental profit opportunity for F&I managers. "There is no question that Car Dealerships are struggling with declining revenue. We have a world class product that is easy to present, easy to close, and brings a substantial incremental profit with each vehicle sale," said John Larson, ESCORT President and CEO. "We want to share with dealers how they can easily increase their per-vehicle net by a thousand dollars or more by offering to solve one of their customers' major automotive needs," says Larson. When asked to explain, Larson pointed out, "Every driver is aware of the increased numbers of speeding tickets being issued – we have a product that will help dealers' margins while ultimately working to protect their customers from being targeted and ticketed."

ESCORT understands that the retail sector is seeing more turbulent times than ever before - both the economy and car sales are down. And financing is a disaster. But at NADA, ESCORT will help dealers understand how they can take advantage of remaining sales and increase their average profit per sale.

The [ESCORT dealer sales training](#) will be available to all interested attendees – ESCORT will be on the show floor at [booth #1247](#). Sales managers will be ready to work with dealers and discuss their opportunity to sell a complete custom installed radar detector by simply asking their customer pertinent questions about driving habits. They will also show dealers how their sales opportunities are reinforced by ESCORT's educational POS displays and persuasive collateral media. ESCORT provides a complete, one stop solution for meeting and exceeding increased F&I sales targets.

In addition to the detailed training, ESCORT is encouraging attendees to stop at the booth and sign up for a drawing – business cards will be drawn with the winner receiving a free ESCORT Custom-installed Radar & Laser Defense System.

PASSPORT 9500ci Custom Installed Radar Detector

The PASSPORT 9500ci is easy for dealers to sell. A major reason is ESCORT's unrelenting radar and laser detector dominance. One example is the PASSPORT 9500ci's award winning GPS-Powered speed and location intelligence. The 9500ci is the world's only custom installed radar and laser defense system to possess this type of

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GPS advanced technology. Installation costs, a major concern for managed dealerships, are dramatically reduced with the 9500ci's quick connect wiring harness and self-test diagnostics that communicate proper operation upon completion.

The 9500ci offers dealers the opportunity to provide their customers with a complete radar and laser defense system that 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 incorporates 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. The 9500ci laser sensors also have "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 – it incorporates a North American safety camera location database, which allows it to alert drivers 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, [Passport](#), [SOLO](#), Vector and [Beltronics](#) brands. The company is headquartered in West Chester, Ohio with its principal manufacturing facility located in Mississauga, Ontario, Canada.

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