

**For Immediate Release**

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**PassTime Announces New Product for Asset Tracking**

LITTLETON, CO – Today, PassTime™ officially announced the release of their new product, PassTime Trax. Trax is a GPS-based device designed for asset tracking for the automotive finance industry.

More than a decade after establishing itself as a market leader in providing Payment Assurance Technology to the automotive finance industry, PassTime has launched the Trax product as their newest addition to a well established Product Suite. Trax is a GPS-based asset tracking device which utilizes the GSM network. The small form factor and internal antennae make for an easy and quick installation.

Trax's easy installation and web application will make it PassTime's most customer friendly device to date. It can be installed on virtually any vehicle and the device can be used in the event that a customer skips out of a loan payment. The GPS functionality locates the position of the vehicle and can assist in repossessions.

Along with all the advanced features of the PassTime Trax, it is also extremely affordable. "We believe this product is the most affordable GPS tracking device that has ever been introduced into this market," stated Stan Schwarz, PassTime's founder & CEO. "In this price-conscious economy, PassTime Trax is the perfect product to open up GPS-based technology to an even wider customer base." With Trax's low price, customers can take advantage of the benefits of GPS tracking devices while reducing their upfront cost and realizing a faster return on investment.

With advanced technology components, easy installation, and the lowest price in the market, Trax looks like another great addition to the PassTime product line.

**About PassTime USA**

Headquartered in Littleton, Colorado, PassTime was founded in 1992; the PassTime Suite of Products is designed to improve customer payment performance and reduce default and repossession risks. In 1997, PassTime created its first "Starter-Interrupt" Device with a revolutionary design. Over the next several years, a Suite of Products evolved that offer code-based, wireless, and GPS Products and Services designed to meet the needs of a highly diverse industry of car dealers and special finance companies. For more information, please visit [www.passtimeusa.com](http://www.passtimeusa.com) or contact Jeff Karg [jkarg@passtimeusa.com](mailto:jkarg@passtimeusa.com).