



MEDIA RELEASE

Who-Rae signs Europe's Dectel to distribute Maplock™ GPS anti-theft device

March 2010

Melbourne-based auto accessory company Who-Rae Australia has signed a two-year agreement with European distributor Dectel to distribute the company's newest product, the Maplock™ GPS anti-theft device.

The device enables users to easily secure their GPS unit and has the potential to stop the theft of GPS units from vehicles altogether. A two-part locking process, Maplock™ is simple and quick to install. The tether attaches around the steering wheel. The Maplock™ then attaches over the GPS unit and locks with a key.

The deal with Dectel is further proof of the expected popularity of Maplock™ which it not yet available on shelf.

Dectel's European headquarters are in Ghent, Belgium. It is a leader in the distribution of consumer electronics across five distinct areas – navigation, communications, entertainment, photo and accessories. The countries covered by the deal include all European Union members plus Turkey as well as the UK and Ireland.

Chris Pawsey who conceived the Maplock™ concept and is Who-Rae's Business Development Manager, said the Decel deal was a major milestone for the company.

"We had plenty of approaches from other companies but we believe Dectel is the best fit for us because they have a wonderful record of launching new products into the European market. They also have a well respected reputation and state-of-the-art logistics operation throughout Europe."

Maplock™ fits most portable GPS units with screen sizes between 3.5 inch and 5 inch. Additionally, the bright colours of Maplock™ are intended to deter thieves from breaking a window to gain entry to the vehicle. The product is available in five colours – green, silver, blue, orange and magenta.

Maplock™ has an RRP of A\$59.99 and will be available from mid-April in 265 SuperCheap Autos stores around the country and then in Dick Smith stores eight days later. It will then be rolled

out to other major electronic and auto retailers around the country. Presales of the units have been available through amazon.com.

“The potential sales of Maplock™ is enormous with annual sales of GPS units globally around 40 million – a figure that has been growing for several years,” Chris said.

Even before it has hit retailer shelves, Maplock™ has been awarded for its ingenuity.

At the AAPEX (Automotive Aftermarket Products Expo) conference - the world’s largest auto accessory trade exhibition - held in Las Vegas towards the end of 2009, Maplock™ won the prestigious Editor’s Choice Award for Innovation and Excellence from the highly rated *Popular Mechanics* magazine. This was ahead of more than 5000 exhibitors on show (across both AAPEX & SEMA shows).

At the Consumer Electronics Show (CES) in Las Vegas in January, Maplock™ was again exposed to the US market. CES is the world’s largest consumer technology tradeshow with 2,500 exhibitors and an attendance of 110,000.

He said the theft of GPS units globally is a huge problem and is on rise in virtually every country where portable GPS devices are sold.

“The theft of portable GPS units extends past the broken window. Thieves are now targeting people’s homes with the Home address function and then robbing their house whilst the victim is out. Maplock™ therefore, helps to protect your GPS unit, your car window and personal information which could be harmful in the wrong hands.

“Theft and break-ins in Australia continue to rise year-on-year. The cost to insurance companies is enormous with not only the replacement of the GPS unit but also the window that is usually broken to gain access to the car.

“According to the FBI in the US the number of thefts had increased by 700 per cent in recent years. Respected website justolen.net based in Boston estimates that 2.6 million GPS units will be stolen over the next two years – although they may have to revise their figures with the arrival of Maplock™.”

Maplock™ was developed and designed in Melbourne. Leading industrial design agency Cobalt Niche played an integral role including conducting user research, engineering trials and materials/component procurement.

Mr Pawsey said Who-Rae will attend several trade shows in Asia, Europe and the US this year to continue to promote Maplock™ to a global audience.

Release Ends

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Watch the Maplock™ video here: http://www.gpsMaplock.com/Maplock_movie.html

Visit Dectel website - <http://www.dectel.be>

About Who-Rae Australia

Who-Rae Australia was started in 2002 by Ray Pawsey. It provides automotive accessories such as floor mats, sun shades and car seat covers to retailers in Australia, US, Canada and the UK. Who-Rae's headquarters are in South Melbourne.