Mobile Edge partners with Intoxalock to get drivers back on the road safely

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LEHIGHTON, PA – Mobile Edge, a mobile electronics retailer in the Lehighton area, helps drivers get back on the road safely as an Authorized Intoxalock® Ignition Interlock Service Center. The Intoxalock was developed by Iowa-based Consumer Safety Technology, Inc. (CST) and is the first driving safety device of its kind to offer advanced technology that enhances the performance standards of ignition interlocks.

Mobile Edge has been installing and servicing the Intoxalock since 2001 and is a nationally recognized installer of electronic devices such as audio/video systems, remote car starters and Bluetooth hands-free devices. Starting in 2008 and every year since, Mobile Edge has been voted one of the Top 12 Mobile Electronics Retailers in the United States by the Mobile Electronics Magazine. In 2010 they received the highest honor and were named the Mobile Electronics Retailer of the Year.

“Our partnership with Intoxalock has been extremely rewarding throughout the past 10 years,” said Mitchell Schaffer, Owner of Mobile Edge. “We have been able to provide our clients with a local option to have a high quality ignition interlock device installed on their vehicle and their process is user-friendly. In the past, we had explored other providers, but Intoxalock has proven to be a reliable, high quality and straight-forward partner.”

The Intoxalock is a discreet, hand-held alcohol sensor that tests a driver’s breath to determine their breath alcohol content. The device will prohibit the vehicle from starting if the driver fails the test. The Intoxalock is primarily used by people who are legally required to have an ignition interlock device in their vehicle because of a drunk-driving violation. However, more and more users are beginning to voluntarily install the device for safety preferences.

“Intoxalock is first and foremost a driving safety device and it has a range of benefits,” said Dave Arringdale, CEO of CST. “For example, a family might choose to use Intoxalock to ensure the safety of a loved one who has a drinking problem. Large companies that have a fleet of vehicles on the road also use our equipment to ensure the safety of their employees and reduce liability risks.”

Service Centers like Mobile Edge are sought out in different areas of each state across the nation to help ensure that Intoxalock customers receive premium customer service. Intoxalock users lease the device from CST and are put directly in touch with their local service center for installation and maintenance.

To use the Intoxalock, a driver simply pushes a button, submits their breath sample, and waits for the LED screen to display passed or failed. If the driver passes, they can start the car and head to their destination. If a driver doesn’t pass, they will be unable to start the car and will have to wait a period of time before attempting to pass another breath test.
Installation of the Intoxalock takes about an hour and does not affect the vehicle performance. The driver is alerted when it’s time to return to a service center for recalibration. “Intoxalock involves state-of-the-art technology and is the most accurate device on the market,” said Arringdale. “Our technology, reliability, and attention to customer service are what set us apart from every other interlock provider out there.”

**About Consumer Safety Technology:** In conjunction with researchers at Iowa State University, CST developed the Intoxalock using alcohol-specific fuel cell technology. CST was the first company in the country to use this cutting-edge technology, which is now the ignition interlock industry standard. In 2010, CST added the option of advanced technology features to their Legacy device and now offers GPS functionality, imaging technology, real-time reporting, and instant event notifications.

**About Mobile Edge:** Mitchell Schaffer founded Mobile Edge in 1994 to provide high quality car audio sales and installations to the area. The store quickly expanded to offer a wide range of products and services ranging from remote car starters to Bluetooth hands-free kits. Today, Mobile Edge is recognized nationwide for its attention to quality and customer service.

For additional information, as well as an instructional video on the Intoxalock Ignition Interlock, visit www.Intoxalock.com or find them on Facebook at www.facebook.com/Intoxalock.

Information regarding Mobile Edge can be found at www.MobileEdgeOnline.com or find us on Facebook at www.facebook.com/mobileedge.