

# Interlock Focus



Quarterly newsletter for the interlock industry

Brought to you by: **Intoxalock**

## Ignition interlocks, the defense attorney's friend or foe?

It wasn't that long ago that defense attorneys looked at ignition interlocks as just another punishment for their clients and thus something to fight against. It was almost as if attorneys worried that any trace of alcohol found in their client's system months after arrest would prove their intent to become a repeat offender.

Luckily that school of thought has been evolving. More and more defense attorneys are beginning to realize that ignition interlocks can have a powerful effect on the final outcome of their client's fate. In New York and other states, we

are seeing a trend toward attorneys recommending to clients that they have an ignition interlock installed immediately after their arrest. These attorneys know that such a gesture gives the judge presiding over the case an opportunity to lessen other punishments because they are assured that public safety with this defendant has a fail-safe, and the proactive initiative on the part of the defendant shows both remorse and responsibility.

Advanced Technology also plays a role in the paradigm shift. Attorneys now realize that the more advanced devices,

specifically the ones that have cameras, can be a compelling tool to prove their client's innocence when follow up incidences do occur with another driver at the wheel. Finally, both judges and attorneys have come to realize the value ignition interlocks have to behavior modification. With a proven reduction in recidivism with the use of ignition interlock devices, it is hard to argue the ultimate value to the client over the long run. Ignition interlocks save client's lives both today and down the road. ■

## NEW VIDEO: Get back on the road with Intoxalock!

Getting a DUI can be a scary experience, especially when your clients need to install an ignition interlock device on their vehicle. Intoxalock is committed to helping customers through the entire process so they can get back on the road as quickly and safely as possible. [Watch now](#) to learn what sets us apart and why customers choose us! ■



### Prize for first 50 "Shares" on Facebook!

We are giving away Intoxalock Prize Packs to the first 50 partners who "share" our video on Facebook.\* Simply [watch our video](#) and then "share" the video on your Facebook Page.

\*Contest starts on January 30, 2015. Must be a partner in our database to win. If you are not a partner, we would be happy to contact you and sign you up!

## Intoxalock customers rate us an 8.3 out of 10!

In late 2014, Intoxalock began a partnership with [www.Trustpilot.com](#) and has already obtained a library of over 250 online reviews with an 8 out of 10 rating. Trustpilot is an open, review-driven community that connects online consumers with the companies they buy from in hopes of helping them to make smarter, informed decisions about purchasing based on reviews by other consumers.

Requests for reviews are sent to Intoxalock customers via email where they can click a link to Trustpilot and provide comments and an overall rating out of five stars. Both good and bad reviews are posted as we feel this process not only gives companies and customers an open platform to speak freely, but creates transparency within our business. ■

★★★★★ 3 hours ago

**Excellent**  
other interlock companies were shady. Felt like they only cared about getting more money out of you. Sales associate was kind and knowledgeable. Set up appointment for me with ease. She was great. Give her a raise  
James Wahler

[View the Intoxalock profile](#)

## New online tools for Attorneys - check them out!

Intoxalock has thousands of partners, including attorneys, across the United States and we have developed a variety of tools for those attorney partners to help their clients manage their DUI and their ignition interlock experience.

The most exciting new feature includes a quick [three-step process](#) for you to add our logo/link to your website so your clients can learn more about the ignition interlock process in their state. ■

### Other services/features available on our website:

- Free listing on our online directory to improve SEO and exposure to potential clients
- [Download brochures](#) (many with state-specific content)
- Request [printed brochures](#) and we will send them free of charge
- Receive brochures for your clients automatically on a quarterly basis
- View [product-related information](#)
- Watch [videos](#) on our products and services
- Read quarterly newsletters

### Logos and links:

Add our logo and link to your website with three easy steps:

**STEP 1.** Choose your state:

Select One

**STEP 2.** Choose a logo and click to download



**STEP 3.** Link to: <http://www.intoxalock.com/find-state-requirements>

If you need a logo sized to different specifications or have questions, please email [Partners@Intoxalock.com](mailto:Partners@Intoxalock.com)

### Have questions about your partnership?

Contact a member of the affiliate marketing team at [Partners@Intoxalock.com](mailto:Partners@Intoxalock.com) or (877) 275-3964.

[www.Intoxalock.com/Attorney](http://www.Intoxalock.com/Attorney)

Check back soon for updates to our web pages for Treatment Centers and Monitoring Authorities!

## Device sleeve now available!

Extreme cold weather can be tough on any electronic device. On days when the thermometer reads below zero, customers may find that their device takes time to warm up. The new Intoxalock sleeve can help!

By insulating the device it will now remain at least 10 degrees warmer. This reduces warm-up time and gets customers back on the road quicker.

The slim black material makes Intoxalock almost indistinguishable from other electronic devices so clients can be discrete. The sleeve is also splash resistant which helps protect it from small spills and adds a layer of cushion to protect it from bumps in the road.

Customers may purchase the sleeve at any time through MyAccount for \$9.99 or call (877) 275-3964. ■



## Trade Shows: January - April 2015

**PROBATION**  
**APPA Winter Training Institute**  
When: January 11-14  
Where: Tampa, FL  
[More info](#)

**ATTORNEY**  
**DUI Defense Lawyers Association Winter Seminar**  
When: January 17, 18  
Where: Santa Monica, CA  
[More info](#)

**ATTORNEY**  
**New York Bar Association 138th Annual Meeting**  
When: January 29  
Where: New York, NY  
[More info](#)

**COURT**  
**Idaho Association of Counties Conference**  
When: February 2-4  
Where: Boise, ID  
[More info](#)

**ATTORNEY**  
**California Public Defenders Conference**  
When: February 13-15  
Where: Monterey, CA  
[More info](#)

**ATTORNEY**  
**New Hampshire Bar Association Mid Year Meeting**  
When: February 27  
Where: Manchester, NH  
[More info](#)

**PROBATION**  
**New York Association of Drug Treatment Court Professionals: Treatment and Addiction**  
When: March 4-6  
Where: Saratoga, NY  
[More info](#)

**ATTORNEY**  
**NCDD Mastering Scientific Evidence DUI Cases/CA DUI Lawyers**  
When: March 26-28  
Where: New Orleans, LA  
[More info](#)

**TREATMENT**  
**Mid-Hudson Region of STOP DWI Conference Orange County New York**  
When: April 1  
Where: Windsor, NY

**ATTORNEY**  
**Colorado Criminal Defense Bar 2015 DUI Conference**  
When: April 9, 10  
Where: Breckenridge, CO  
[More info](#)