

Interlock Focus

Quarterly newsletter for the interlock industry

Brought to you by: **Intoxalock**

Legislative Update

The 2015 legislative season was significantly slowed down by snowstorms on the East Coast and the Ohio Valley, but ignition interlock legislation moved forward in Arkansas and Kentucky this quarter.

Arkansas Senate Bill 877 was the first to surface. The bill adds refusals to those required to have an interlock and requires all offenders to serve their minimum interlock period before they are eligible for full reinstatement of their driving privileges. This closes a huge loophole which allowed offenders to sit out the interlock period without getting one then get reinstated

after the interlock period expired. Now all offenders are required to have an interlock. The bill takes effect this summer.

Kentucky Senate Bill 133 was next. This bill essentially created an interlock program from scratch. It requires an interlock for first-time offenders with a BAC of .15 or greater, first-time offenders with a minor in the vehicle, and all repeat offenders and refusals.

Stay tuned for your next newsletter because with 26 pieces of legislation still active, we expect to see more updates in the next few months. ■



Meet the Affiliate Partnership Team



Kim Connors



Carly Flaws

As our company continues to grow, we've implemented a permanent affiliate team dedicated to managing our partner relationships. Led by Kim Connors, Marketing Director and Carly Flaws, Affiliate Marketing Manager, Intoxalock has allocated the resources to help you best assist your clients. This is an exciting time to be an Intoxalock partner! We are diligently working to bring many improvements to the affiliate partnership program.

By definition, a partnership resembles a two-way communication model. We'd love to know what YOU would like to see with your Intoxalock partnership. Let us know what we can do to help you help your clients! E-mail: Partners@Intoxalock.com. ■

Link Building Initiative

Will you put a link to Intoxalock.com on your website?

As an Intoxalock partner, we want customers to have quick access to the information and resources we supply them on our website. We are developing different incentive programs to motivate our partners (you!) to create links back to us on your website. Contact us today to learn how incorporating Intoxalock into your website will help your customers find answers to all their IID questions. Provide your customers easy access to:

- State IID laws & regulations
- What is an ignition interlock device?
- Installation locations in your area
- Pricing questions & special promotions
- Ignition interlock and drunk driving statistics



Help Build our Online Reputation

With over 600 reviews on TrustPilot, Intoxalock is proud to maintain a 4.5 (out of 5) star rating by current customers.

Online reviews are extremely important to any business. We take customer opinions seriously and check feedback daily. We are working to grow our online reputation on multiple review sites

across the Internet. If you are pleased with your partnership with Intoxalock, please leave us a review on Google or Yelp.

E-mail us after you leave the review and we will send you out a thank you gift. ■

Intoxalock® | Choose a 4 star top-rated ignition interlock

www.intoxalock.com/

Intoxalock is a top-rated affordable and reliable ignition interlock device with over 1300 installation locations.

4.0 ★★★★★ 9 Google reviews - [Write a review](#) - [Google+ page](#)

Refer-A-Friend Program - Coming Soon!

Intoxalock is excited to give our customers an opportunity to save some money with the refer-a-friend program. We know having an ignition interlock can be stressful and a financial burden, so we strive to make this process convenient and affordable.

The refer-a-friend program is simple. If a current customer knows someone that is

in need of an ignition interlock device all they need to do is login to My Account and fill out the refer-a-friend form. When the friend installs, both the existing and new client will receive a \$20 credit. We will implement this program in the next month and will be informing every customer of the new opportunity. ■



Welcome Kerry Keller, National Service Center Director

We are pleased to welcome Kerry Keller to the team as our National Service Center Director! With a strong background in the automotive service market, Kelly brings extensive knowledge that will help grow and strengthen our installation network.

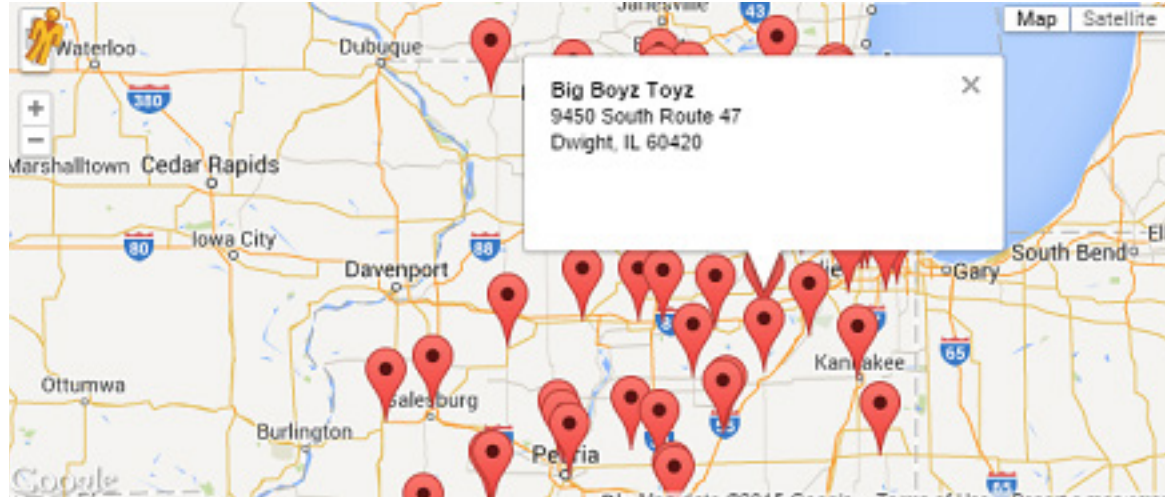
Keller is working aggressively to grow this network in order to better support our rapidly growing customer base. He's also working extensively with the technical support team to provide the best support possible for our installers.

We partner with top-of-the-line audio and video installation centers and high quality auto repair facilities nationwide to install our devices. If you know of a potential new installation location near you, don't hesitate to contact us! We want to ensure we are making the process simple for your clients. E-mail: InstallPartner@Intoxalock.com. ■



Interactive Service Center Maps on Intoxalock.com

We have improved our service center pages on Intoxalock.com by adding Google maps showing all the locations in each state. These interactive maps allow you to browse through the entire state and zoom in to see installation locations in your area. When you click on a location, you get immediate access to that location's name and address. Check it out! ■



New Monitoring Authority Pages - Coming Soon

Be on the lookout for changes to our Monitoring Authority Partner Pages! You'll find easy access to:

- Intoxalock Log Reporter - the industry's favorite online reporting tool
- Helpful links to information about our products
- Download or order marketing materials for your clients
- Videos explaining Log Reporter

Interested in learning more about Intoxalock Log Reporter? Contact us to schedule a live webinar demonstrating this industry leading reporting technology! ■



Trade Shows: May - August 2015

ATTORNEY

Arizona Attorneys for Criminal Justice
When: May 1, 2
Where: Tucson, AZ

PROBATION

Minnesota Association of Probation Officers
When: May 20, 21
Where: Breezy Point, MN

PROBATION

New York State Council of Probation Administrators
When: June 28, 29, 30, July 1
Where: Lake Placid, NY

COURT

National Association of Drug Court Professional (NADCP)
When: July 27, 28, 29, 30
Where: Washington National Harbor, MD

TREATMENT

New York State DDP Directors Association
When: May 14, 15
Where: Saratoga, NY

ATTORNEY

New York State Association of Criminal Defense Lawyers
When: June 1
Where: New York, NY

ATTORNEY

DUI Defense Lawyers Association
When: July 10, 11
Where: Chicago, IL

ATTORNEY

New York State Probation Officers Association
When: Aug. 5, 6, 7
Where: Verona, NY

ATTORNEY

New Hampshire Association of Criminal Defense Lawyers
When: May 15
Where: Manchester, NH

ATTORNEY

Iowa Public Defenders' Conference
When: June 17, 18, 19
Where: Des Moines, IA

PROBATION

APPA Summer Event 40th Anniversary
When: July 12, 13, 14
Where: Los Angeles, CA

ATTORNEY

California DUI Lawyers Association
When: Aug. 14, 15, 16
Where: San Francisco, CA

COURT

Association of Ignition Interlock Program Administrators
When: May 18, 19, 20
Where: St. Paul, MN

ATTORNEY

Oregon Criminal Defense Lawyers Association
When: June 18, 19, 20
Where: Bend, OR