

# Interlock Focus

Quarterly newsletter for the interlock industry

Brought to you by: **Intoxalock**



## 2013: A record year for ignition interlock legislation and it is not over

Move over “Distracted Driving,” ignition interlocks have been the hottest issue in traffic safety legislation this year. Fourteen pieces of ignition interlock legislation have been passed and signed into law by Governors in twelve states. Seven more bills are still alive and any of these could move all the way and become part of that state’s statutes. The biggest of these fourteen are



new laws in Colorado, Missouri, Tennessee and New York. Colorado reduced its ignition interlock required high Blood Alcohol Content (BAC) standard from 0.17 to 0.15, which does not sound like much but 0.16 and 0.17 are the two most common BAC levels at the time of arrest. This will effect a large number of offenders, especially when you consider that Colorado already has huge numbers in their ignition interlock program. Missouri and Tennessee changed their

ignition interlock programs to a true “all offender” status. All BAC’s and all numbers of offenses in those states now require the installation of an ignition interlock to regain driving privileges. New York’s legislation did three things: It tightened up loopholes on the ignition interlock requirement, it extended the minimum term for these same offenders from six months to twelve, and increased the penalty of driving a vehicle (without an ignition interlock) from a traffic infraction to a felony. As 2013 comes to a close the states to watch for increasing the tally are Michigan, New Hampshire and New Jersey. ■

## NHTSA confirms traffic fatalities increased in 2012

### ■ Drunk driving fatalities remain near historic all-time lows despite data

On November 14th, 2013, the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) reported a 4.6% increase in drunk driving fatalities in 2012 vs. 2011. “As a public health and safety agency, any increase in the number of deaths is cause for concern. While we’re seeing some unfortunate trends, we’re also seeing progress in some parts of the country,” said NHTSA Administrator David L. Strickland. “We will continue to work closely with our

federal, state and local partners to change the way motorists behave on our roadways and build public awareness of key issues that have the potential to save many lives.” NHTSA also reported that once again the majority of the drunk driving deaths were caused by “hardcore drunk drivers”. “Hardcore drunk drivers” refers to repeat offenders and drivers with a Blood Alcohol Content (BAC) of 0.15 or higher. “We’ve known for years that hardcore drunk drivers account for the large majority of drunk driving fatalities, and yesterday’s NHTSA data confirmed that fact. While all drunk driving is unacceptable, we simply must do everything we can to prevent ‘hardcore’

drunk drivers from getting behind the wheel,” said Jon Pageler, Senior Vice President, Diageo North America. “We will continue to work at the state level with law enforcement, the alcohol policy community and advocacy groups to pass stronger repeat offender/high BAC laws.” The State Government Relations team at Diageo actively works nationwide to support meaningful measures to combat drunk driving and underage drinking. This includes lobbying in support of legislation that increases penalties for “hardcore drunk driving.” ■ *- MarketWatch Press Release*



## Central management is an Intoxalock advantage

At Intoxalock we strive to deliver the most efficient and most reliable ignition interlock experience. In order to achieve our goals we strongly believe that our centralized management system gives us the ability to deliver the best overall experience to our partners and customers.

### Central management office

Since installing our first Intoxalock in 1993 our headquarters have always been located in Des Moines, Iowa. Having a central management location enables us to guarantee data integrity, provide dedicated compliance coordinators, ensure quality calibrations and keep centralized records.

All of these are important to customers and anyone involved in the process such as monitoring authorities or the courts, giving Intoxalock a customer service advantage.

### Log Reporter and data management

Every Intoxalock customer’s data records are logged and managed at our central headquarters in order to maintain consistency. The data recorded by the unit

is essential for completing the customer’s requirement and the accuracy of this data must be approved by monitoring authorities in order for the customer to complete their legal process. We guarantee data integrity, and that absolutely no data is compromised in the field in any situation. Intoxalock service technicians located at our headquarters are the only individuals that process the device data download.

### In-house calibration

Another way our centralized management ensures data accuracy in the field is by our Quality Assurance Protocol. Every state requires the ignition interlock device to be calibrated. When calibrations are due the device is calibrated accurately to the state specifications by the same technicians every time. Calibrating the devices in-house using qualified technicians is another assurance Intoxalock provides to clients and monitoring authorities.

### Dedicated Compliance staff

Intoxalock has a designated compliance



*Our dedicated compliance team*

coordinator for each state. Each coordinator is focused on enforcing state regulations and providing the monitoring authority’s client specific reports. All reporting is done using Intoxalock’s Log Reporter which you can be set up with by your compliance coordinator. You may also request to receive reports via email at your convenience. Your designated compliance coordinator is there to help with any state information, reporting and client information whether you’re a monitoring authority, attorney, treatment center or anyone with questions. ■

## SEMA showcase Intoxalock grabs SEMA 2013 Global Media Award

For the first time, Intoxalock exhibited at this year’s SEMA (Specialty Equipment Market Association) Show in Las Vegas. “Attending SEMA 2013 enabled us to introduce our product and technology to a group that lives and breathes aftermarket automotive equipment. Attending an event like this enables us to recruit



top level technicians to join our service center network. Everyone who visited our booth was impressed with the product, the training we provide and were excited to offer our products to their clients,” said Fernando Velasquez, Vice President of Operations at Intoxalock. “There was also a lot of enthusiasm for being a part of keeping

drunk drivers off the road in their individual communities.” As an added honor, Intoxalock was selected as a 2013 SEMA Show Global Media Award winner. Global Award winners are selected by a prestigious group of international journalists who make their selections in order to highlight products that they believe will appeal most to consumers. ■

## 3, 2, 1 Launch

In January 2014, Intoxalock is excited to bring you and your clients the new Intoxalock.com! We are proud to provide many new convenient features in order to further improve our customer and partner experience. Some of the key additions for clients will include enhanced navigation, DocuSign electronic lease agreements, new account management options, paperless state user’s manuals and state dedicated regulation pages. One of the most convenient features we will offer our new customers is location-specific information based on their zip code. A visitor will enter their zip code and be guid-

ed to their specific state page where they can access all of the information they need to begin their ignition interlock process and fulfill their state requirements. Once inside their personalized state page, we will offer potential clients the location of the top five closest installation centers as well as attorney and treatment center referrals in their area. **Partner now** Intoxalock works with a variety of people and organizations throughout the ignition interlock process. We understand each individual and group has their own specific needs and we are working hard to



accommodate these needs. Coming soon, our partners will have dedicated microsites that will provide product information, free brochure and client material access, as well as industry news and information. Visit [www.Intoxalock.com](http://www.Intoxalock.com) in January and explore our new features. ■