

BENEFITS:

- ▶ Peace of mind for customers who may be lost or need driving directions and 24/7 access to millions of points-of-interest
- ▶ Available at the touch of a button, even without an embedded navigation system
- ▶ Previous destinations stored for quick and easy look up

REQUIREMENTS:

- ▶ Vehicle cellular service
- ▶ Vehicle GPS satellite signal to identify location

FEATURES:

- ▶ Service is available whether ignition is on or off
- ▶ Transmission of vehicle information and location to the mbrace Response Center for quick customer identification

Turn-by-Turn Route Assistance*:

Driving directions and POI access from an mbrace® Customer Specialist.

Service Description:

Turn-by-Turn Route Assistance is available to help customers navigate while driving to their destination. Route Assistance will also guide customers to local points-of-interest, such as restaurants, retail stores or a particular gas station.

To initiate Route Assistance the customer pushes the *i*-Button in the vehicle. The Interactive Voice Response (IVR) system will audibly present a menu of options. The customer says "Driving Directions." The vehicle's information, including location data, is sent to the mbrace Response Center. During this time the customer is connected with an mbrace Customer Specialist who will provide live assistance.

How It Works:

- STEP 1:** The customer pushes the *i*-Button in the vehicle.
- STEP 2:** The IVR system presents an audible menu of options.
- STEP 3:** The customer says "Driving Directions."
- STEP 4:** The customer is connected to an mbrace Customer Specialist where they can request directions or the location of a local point-of-interest (POI) if they are lost.
- STEP 5:** The mbrace Customer Specialist will provide the guidance needed to get back on route including turn-by-turn instructions.

* May require additional subscription.

