

## **Don Chalmers Ford Launches Unique New Consumer GPS Tracking Product**

ALBUQUERQUE, New Mexico (May 5, 2010) – Don Chalmers Ford of Rio Ranch, New Mexico, has announced their launch of a unique new consumer GPS Tracking product now for sale to the public through the dealership's Sales, Parts, and Service Departments.

Developed in conjunction with AutoWatchman.com and Don Chalmers Ford's Parts and Service Departments, Don Chalmers GPS is now offered as standard equipment with many Ford models available for sale at the dealership. Don Chalmers GPS provides their retail customers a range of benefits that focus on family safety with additional loss prevention and recovery features.

"This little unit is absolutely amazing," says Andy Strebe, Parts & Service Director for Don Chalmers Ford. "It has features that everyone can use – from parents concerned about their teen driver to the business owner looking to improve and monitor the use of company vehicles and equipment."

Some of the many benefits included in Don Chalmers GPS, include on-line web account access, on-command location reports, speed alerts (preset by the user) to monitor and correct over-zealous drivers; time and distance tracking for employees conducting personal business on company time; on-command door lock / unlock & ignition disable features, which secures inventory after hours and/or on weekends to prevent unauthorized use; alerts when vehicles enter or leave electronically monitored areas; and automatic mileage alerts to the dealership to assist in scheduling routine maintenance.

"Our Don Chalmers GPS helps bring peace of mind for family safety. And for businesses this new technology assists management to know when and where mobile assets are being used," according to Gary Housley, General Manager of Don Chalmers Ford. "Every business owner should seriously look at how this device can help their company save time, save money, and improve the utilization of their vehicle assets".

Dennis Read, National Sales Director for AutoWatchman.com adds, "In today's business environment, you need every advantage to be competitive. The Don Chalmers Ford GPS tracking unit is new technology, that helps improve your business's success and bottom line."

To find out more, contact Don Chalmers Ford at 505-897-2500.