

## **Guidepoint Sponsors “The Automotive Edge” With Kurt Chase**

*Company to talk safety, technology on popular car-centric program*

FORT WORTH, TEXAS ([PRWEB](#)) January 19, 2016 -- Guidepoint Systems, technology and service provider of safety solutions for drivers, announced that it has entered into a sponsor agreement with the radio program "The Automotive Edge", hosted by Kurt Chase. The show, which airs Saturdays on several Dallas/Ft. Worth-area radio stations and is also available via podcast, talks to consumers about the latest car features and technology and offers advice on repair and maintenance. The sponsorship will enable Guidepoint to reach the show's nearly 400,000 car enthusiasts with product information and tips on personal and vehicle safety while on the road.

As part of the sponsorship, Guidepoint will be featured each month with an in-depth interview, helping both Guidepoint customers and the show's listeners understand their options when it comes to having peace of mind on the road and security while at home or at work. As the show expands its footprint to a nationwide format, Guidepoint will continue its sponsorship and leverage the additional reach to help promote driving safety and security.

Guidepoint supports consumers and vehicle fleets with a combination of technology and person-to-person service. The company produces an in-vehicle system that allows the driver to monitor the vehicle using GPS. If a family member borrows the vehicle or if it is parked away from the owner, its location and status can be monitored by computer or smartphone. If the vehicle is stolen, the Guidepoint call center is automatically notified, and representatives work with the owner and local law enforcement to locate and retrieve the vehicle. These and additional features are based on the service plan level the owner chooses when signing up for Guidepoint service.

"Kurt has done an amazing job of identifying with and relating to his audience," said Rand Mueller, president and founder of Guidepoint Systems. "His listeners range from hard-core car lovers to everyday commuters. Our goal in working with Kurt and 'The Automotive Edge' is to be part of the grassroots conversation on vehicle technology, safety and services. We are extremely excited to have this opportunity."

For more information, visit [www.theautomotiveedge.com](http://www.theautomotiveedge.com) or [www.guidepointsystems.com](http://www.guidepointsystems.com).

### About Guidepoint Systems

Guidepoint Systems integrates GPS, advanced wireless technology, the Internet and 24/7/365 response centers to deliver a variety of services to vehicle owners and fleet managers. Recipient of the Value Chain Award in 2011 by Connected World magazine, Guidepoint also offers proprietary consumer and fleet vehicle location and driver safety and convenience services through their OEM partners under the MOPAR and Nissan brands. Visit [www.guidepointsystems.com](http://www.guidepointsystems.com) or call 1-877-GPS-FIND for more information.



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