

Unipart digitally launch Neo-Trac - a new stolen vehicle tracking service – with a new e-commerce website.

Neo-Trac identifies any unauthorised movement of your car, making a swift recovery possible. The unique *Safety First* accident monitoring facility detects if your vehicle has been involved in a collision or accident; helping save lives and making it the only product of its kind available today.

The Neo-Trac device already exceeds the insurance industry's Thatcham CAT5 rating for automated stolen vehicle tracking capabilities. Having a tracking device is already mandatory for some insurance policies and may become mandatory for all cars if *eCall*, a new EU standard, goes through by 2010.

Neo-Trac and the monitoring service are available to buy online at www.neo-trac.co.uk and marks the first time the logistics division of Unipart has launched a product sold directly to the retail market via e-commerce.

The site, built by OberGINE, went live in May and is being advertised in the national press and a Google Adwords campaign.

"OberGINE's contribution to this important project was very professional - delivering on time and budget in every instance. They demonstrated not only strong technical capabilities but also a willingness to assist and explain elements that helped achieve a level of collaboration that exceeded our expectations."

Steve Payne

Unipart Expert Practices

OberGINE (www.oberGINE.com) is a digital agency that combines customer insight with business understanding to design effective and measurable online marketing and business solutions.

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If you would like more information about Neo-Trac or OberGINE's services, please call Jeremy Anderson on 01865 245777 or email jeremy@oberGINE.com.