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# Spireon Demos Dealer Subscription Service at CES

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The Las Vegas Convention Center is the site of CES 2018, where Spireon will debut its Drive on Demand dealership subscription service. *Photo by Michael Gray via Flickr*

LAS VEGAS — Vehicle intelligence provider Spireon Inc. will demonstrate new mobility-as-a-service (MaaS) capabilities with its Kahu solution at the International Consumer Electronics Show (CES) in Las Vegas, which starts today and runs through Jan. 12. The demo features Drive on Demand, a new carsharing service designed to allow dealers to offer customers an affordable and secure alternative to purchasing or leasing vehicles.

Drive On Demand is built using Kahu, a solution the provider describes as the industry's first connected car solution specifically designed for dealers, and SmartDeviceLink (SDL), an open source platform for car connectivity. By extending Kahu with the vehicle data exposed by SDL, Spireon will show a unique MaaS capability that leverages in-

vehicle telematics to create a convenient and secure vehicle subscription service for consumers, according to Jason Penkethman, the company's chief product officer.

“Dealerships are facing pressure from shrinking margins, difficulty differentiating themselves from competitors and the increasing popularity of rideshare services,” Penkethman said. “The Drive On Demand concept introduces a compelling new consumer experience that can create new revenue streams for dealers and allow them to attract a wider customer base, which is critically important as consumer expectations and preferences evolve.”

Drive On Demand offers new-car dealers the opportunity to leverage their vehicle assets to offer a monthly subscription that allows consumers to drive any car made available to them from their dealership's inventory. Additionally, the service would allow consumers who may be considering a vehicle purchase to drive the vehicle for much longer than a typical test drive and experience different models and trim levels before committing.

At CES, Spireon will demonstrate how consumers could use Drive On Demand to search, reserve and locate dealer rental vehicles, and even unlock the doors to access the vehicle, all through the Kahu mobile app. Demos will take place at Booth No. 3910, located in Tech East at the Las Vegas Convention Center's North Hall during exhibit hours for the duration of the show.

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