



Spireon Demonstrates Mobility as a Service Capabilities with Kahu at CES 2018

Written by [Tori Zinger](#) on 01/09/2018



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"Drive On Demand" demo leverages SmartDeviceLink APIs for an innovative, flexible alternative to purchasing or leasing vehicles from dealerships

LAS VEGAS, Nev., Jan. 9, 2018—[Spireon, Inc.](#), the vehicle intelligence company, will demonstrate new Mobility as a Service (MaaS) capabilities with its [Kahu](#)® solution at the International Consumer Electronics Show (CES) taking place in Las Vegas, Jan. 9-12, 2018. The demo features an innovative car-sharing service, which Spireon calls Drive On Demand™, that would allow dealers to offer customers an affordable and secure alternative to purchasing or leasing vehicles.

Drive On Demand is built using Kahu, 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.

"Dealerships are facing pressure from shrinking margins, difficulty differentiating themselves from competitors and the increasing popularity of rideshare services," said Jason Penkethman, chief product officer at Spireon. "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."

With Drive On Demand, new car dealerships could leverage their vehicle assets to offer a monthly subscription that allows consumers to drive any car made available to them from a 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.

Drive On Demand demonstrations will take place at booth #3910, located in Tech East, Las Vegas Convention Center, North Hall during exhibit hours, Jan. 9-12. Media interested in meeting Spireon at CES to see Drive On Demand may email Spireon@HavasFormula.com or call [619-234-0345](tel:619-234-0345).

About Spireon

Spireon, Inc. is North America's leading connected vehicle intelligence company, providing businesses and consumers with powerful insights to track, manage and protect their most valuable mobile assets. The award-winning Spireon NSpire platform supports nearly 4 million active subscribers across the company's growing suite of products for new and used car dealers, lenders and financial institutions, rental car agencies, commercial and local fleet operators, and consumers. Learn more at www.spireon.com.

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