



CONNECTED AUTOMOTIVE EXPERIENCES

Club Auto Announces Rebrand to Xperigo

MARKHAM, February 4, 2019 - Club Auto Roadside Services Ltd., a leading provider of automotive services in North America, today announced the company's rebrand to Xperigo. The name change is the result of an extensive rebranding effort designed to reflect the evolution of the organization and reinforces the company's commitment to managing customer experience in the evolving world of automotive mobility.

In 2014, the company's leadership team engaged with industry stakeholders to assess the company, its industry, competitors, and the future of automotive. Based on that research, the company spent the next 4 years executing on a strategy to increase its relevance in the connected car space and position itself as a leading customer experience management partner in the automotive sector. With a stronger value proposition that resonated within the industry, the company experienced significant growth, winning more than 30 new brands as partners over a 3-year period. The rebrand is another important step in the progression of that strategy and to further accelerate our winning approach.

"We have completely transformed our business", states Sean Grasby, President & CEO. "Now that we have transitioned from a single-service supplier into a valued strategic partner, it was important that our brand emulate a contemporary company that utilizes leading technology to deliver best-in-class customer experience management solutions. While our commitment to the clients we serve will not change, our new branding positions us well for the future of automotive mobility."

"After almost 27 years of operating under the Club Auto name, the decision to rebrand was not taken lightly," adds Dan Turner, Chief Operating Officer. "Much had been accomplished under the old brand but the time for change had arrived. The rebrand effort was a year-long process of discovery and creative development that incorporated feedback from team members, clients, prospects, and industry experts. As a service provider that delivers "experiences-on-the-go", the name Xperigo conveys our commitment to an enhanced customer experience for our clients and their customers."

About Xperigo

Xperigo has successfully managed customer experiences on behalf of the top automotive brands in the world for 27 years. Xperigo has developed a highly integrated service delivery platform that provides real-time access to a suite of automotive mobility services. These services include: Next-Generation Roadside Assistance, Customer Experience Management, Connected Car Services, Telematics Solutions, Emergency 911 Services, Mobile Self-Serve Solutions, Data Analysis & Insights, Concierge and Professional Services. For more information, please visit www.xperigo.com.

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