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Revolutionising Commutes: Amtel Unveils Lokatag Pro, the Connected Toll Reader & Dashcam Redefining the Malaysian Driving Experience

Adding even more functionality for drivers, Amtel's partnership with Zurich Malaysia also streamlines motor insurance and takaful claims process for Loka App users.

Shah Alam, 23 January 2024 - Lokatag, initially introduced in 2019 as a car accessory tailored for toll payment convenience has evolved into a transformative force in the automotive Original Equipment Manufacturer (OEM) and aftermarket industry. Their latest innovation, Lokatag Pro, marks a substantial leap in reshaping the driving landscape for Malaysians, offering a seamlessly connected, safer, and more intelligent driving experience.

Lokatag Pro, a revolutionary Connected Toll Reader and Dashcam device is designed to cater to the evolving needs of individual drivers. This innovative device is equipped with cutting-edge patented technologies that make it the first of its kind in the market.

"Lokatag Pro represents a pivotal moment in our journey, as we transcend beyond traditional hardware sales into becoming the first Smart Mobility Services provider in the region," says Chester Koid, Group CEO of main market listed Amtel Holdings Berhad. "We are ushering in a new era of automotive accessories, where safety, innovation and connectivity converge seamlessly into one intelligent platform known as the "Loka Ecosystem".

Its toll reader utilises infra-red technology from Eikon and supports both traditional and new NFC TNG cards, allowing users to drive through SmartTAG lanes without the need to stop their vehicles. Its dashcam feature records high-quality video footage of the road ahead, providing drivers with an extra level of safety and security. This footage serves as valuable evidence in the event of an accident or any other incident on the road.

One of Lokatag Pro's unique selling points is its AI Voice prompt feature, which provides real-time updates on card balances and alerts in three languages — Bahasa Melayu, English, and Mandarin, allowing drivers to remain focused on the road while driving.

Lokatag Pro also comes equipped with automotive grade e-SIM packaged with a range of other connected services such as GPS tracking, real-time alerts, cloud remote control and access and over-the-air (OTA) updates. Additionally, Lokatag Pro's built-in sensors and monitoring system not only enhance vehicle security by alerting users to suspicious activities but also geo-tags incidents for evidentiary purposes.

It is a perfect amalgamation of safety and innovation, bringing together the latest technologies to provide drivers with a comprehensive and cohesive platform all at their fingertips, which aligns harmoniously with Lokatag's insurance partner's commitment to risk mitigation and customer well-being. "We are glad to be partnering up with Zurich Malaysia to enhance and automate motor insurance and takaful claims processes and at the same time, introduce more personalised telematics insurance for all Loka App users," says Chester Koid.

“At Zurich Malaysia, we are constantly exploring ways to add value for our customers through strategic collaborations. We are proud to partner with Lokatag in enhancing road safety, convenience, and peace of mind for users,” says Shamsul Azman, CEO of Zurich General Takaful Malaysia Berhad. “We look forward to working together with Lokatag and reinforcing our commitment to care for what truly matters for our customers.”

"As Lokatag aims to elevate the driving experience for every Malaysian, our goal is to onboard 500,000 users within the next three years as part of our Loka Ecosystem," states Chester Koid.

Aligning with our commitment to actively support and benefit all Malaysian drivers, Lokatag has also partnered up with Stickiie (www.heystickiie.com), a local car ad-tech company utilising advanced location services. This community-centric partnership goes beyond empowering drivers to become Lokatag brand ambassadors but also grants them the opportunity to own free Lokatag devices while earning additional side income at the same time.

Lokatag Pro retails at RM 1799 and is available for preorder for delivery in March 2024 via our website (www.lokatag.com). Preorder customers will be eligible for free car insurance with every purchase of Lokatag Pro, subject to terms and conditions.

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About Lokatag

Lokatag is a built-in toll reader which is designed to work with Malaysia’s SmartTAG lanes and has been accepted across 8 major car OEM brands to date. Lokatag Pro is a revolutionary first-of-its-kind automotive car accessory which allows you to pass through the tolls seamlessly, record driving footage, cloud connectivity and even provide you with a suite of Smart Mobility Services. Lokatag has a widespread dealers’ network in major cities nationwide for convenient device purchase and installation assistance.

For more information, please visit <https://www.lokatag.com/>

About Amtel

Amtel Holdings Berhad is an investment holding company listed on the main board of Bursa Malaysia (Stock Code: 7031) primarily focus on the Information & Communication Technology (ICT) and Telecommunications, Infrastructure & Services (TIS) industry. Amtel Group of Companies was founded in 1993 initially as a mobile phone distributor but has strategically evolved to develop its own cutting-edge software applications and hardware accessories for the automotive industry over the years. The company is now poised for another transformative leap into smart mobility services and is committed to offering new and innovative solutions that go beyond traditional boundaries, aiming to shape the future of mobility and revolutionize various industries through connectivity, efficiency, and sustainability.

For more information, please visit <https://www.amtel.com.my/>

About Zurich Malaysia

Zurich Malaysia is a collective reference term for the Zurich Insurance Group (Zurich) business subsidiaries operating in Malaysia: Zurich General Insurance Malaysia Berhad, Zurich Life Insurance Malaysia Berhad, Zurich General Takaful Malaysia Berhad and Zurich Takaful Malaysia Berhad. Zurich Malaysia offers a broad range of comprehensive insurance and takaful solutions; helping individuals as well as business owners understand and protect themselves, their businesses and their assets from risk. Zurich Malaysia has an integrated branch network in major cities nationwide as well as dedicated agency and distribution channels nationwide to serve the needs of its customers.

For further information on Zurich Malaysia, visit www.zurich.com.my.