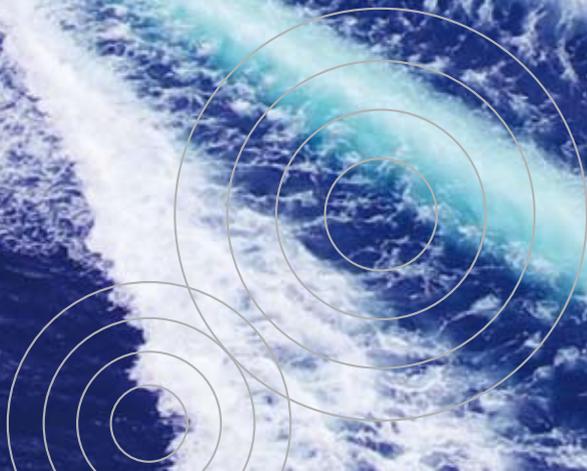


DEFA Tracking

- New product makes it easy to track down customers



www.defa.com



CRIME IS INCREASING EVERY YEAR

And so is the demand for different security products. Almost every victim wants to get his property back quickly. That's why DEFA Tracking is what so many people have been waiting for.

Track and trace

This new tracking system consists of a GSM/GPS based module, well hidden in the boat or vehicle. The basic subscription comes with a unit that communicates with the alarm centre, while the DEFA Light version communicates directly with the user by mobile phone. The module sends an alarm immediately when the object is illegally moved and gives a continuous update of the object's position at any given time. DEFA Tracking may easily be connected to DEFA car alarms.

Both versions are supplied with a SIM-card already installed. Software is continually updated directly to the module from DEFA. The basic version is approved by many insurance companies and can give insurance benefits.



DT-20



DT-80





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Young people straying off the straight and narrow?

With the DEFA Light subscription, it is possible to read off the vehicle's speed and see exactly where it is located.



PRODUCT AND SERVICE QUALITY

Key processes take place in house

Die-cast aluminium, injection plastic moulding, CNC lathe work, complete electronic production, highly automated cable processing and own tools and equipment department. Our own factory in China manufactures high quality labour-intensive products.

The production equipment has largely been developed by DEFA. The depth of knowledge this has given us in the various business areas, ensures quality and provides a unique basis for further development. We have the capacity and knowledge in our own product development department, and all our products are developed by DEFA.

We stay up to date

DEFA is a market-oriented company. Car manufacturers and most Nordic car importers are working together with DEFA to find the best solutions for their own models. Thus, DEFA is developing engine heaters that work perfectly for all engine types; DEFA has a vast range of processes and technologies at its disposal and our philosophy is to handle as much refining and processing as possible within our own organisation. That means better control and better quality.

Creating success locally

DEFA is the leading manufacturer of electrical pre-heating systems in Europe. By having strong distributors in important markets, we are close to our customers throughout the value chain. Local responsibility for logistics, product training,

technical support and marketing places us right in touch with the market. DEFA is a strong brand in the industry, thanks to the mixture of high quality products and dedicated distributors.

Quality assurance and continuous improvements

DEFA puts the emphasis on quality at all stages and is certified in accordance with the following international standards:

ISO 9001-2008, ISO 14001-2004 and TS 16949-2002.

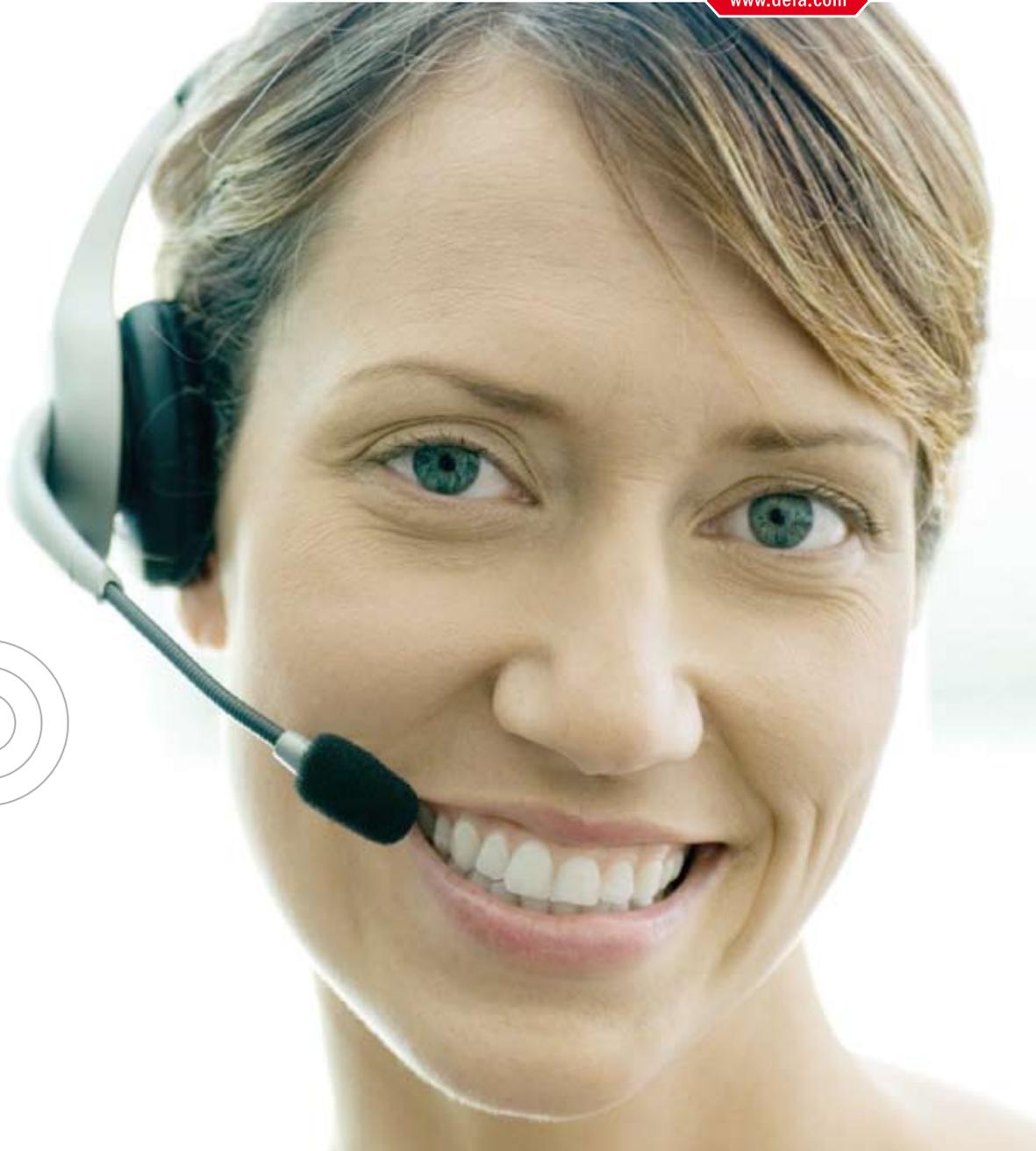
Continuous improvement is also important to us and we use SixSigma, 5S and Lean as important tools in our processes of optimizing and improvement. We understand the importance of a high level of service at all stages of the distribution chain and we stay in touch with our products all the way to the end user.

Running a business without marketing would be like waving to a woman in the dark

DEFA develops material for all markets in collaboration with the local line of distribution. In the marketing toolbox, you will find material for product launches, PR and in-store material, profile articles, brochures, advertisement templates, product specifications and data sheets, as well as complete campaigns for marketing.

Depending on customer satisfaction

We aim to become a leading player on the world stage for electrical pre-heating and for security products, tracking and fleet management. Our criteria for success are a high level of service, outstanding product quality and value creation for customers at all levels.





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