



FOR IMMEDIATE RELEASE

ATX JOINS GENIVI ALLIANCE SUPPORTING ADOPTION OF OPEN IN-VEHICLE INFOTAINMENT REFERENCE PLATFORM

DALLAS, September 19, 2011 – ATX Group (www.atxg.com), a leading developer and integrator of customized, private-label connected vehicle services to global automobile manufacturers, including BMW, Hyundai, Lexus, Toyota and Rolls-Royce Motor Cars, announced today it has joined as an associate member of the GENIVI Alliance, an automotive and consumer electronics industry association driving the development and adoption of an open in-vehicle infotainment (IVI) reference platform.

ATX will provide its expertise in integrating cloud-based services and other off board services to support GENIVI's open source approach to connected vehicle platform development and infotainment services integration.

“Joining GENIVI is part of a series of steps we are taking that support the rollout of next-generation solutions for connected vehicles,” said Michael Becker, ATX senior director of Global Business Development.

The GENIVI Alliance is leading the way forward in developing a reusable, open source IVI platform. The consortium currently includes 138 member companies and organizations.

IVI encompasses automotive infotainment products and services, including music, news, Internet and multimedia, navigation and location, and telephony. Automobile manufacturers and key suppliers like ATX support IVI products and services across multiple automobile models and generations, a complex and expensive challenge as the rate of innovation and number of applications continues to expand exponentially.

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ABOUT ATX

With operations in Dallas-Fort Worth, Texas and offices in Düsseldorf, Germany and Paris, ATX (www.atxg.com) is one of the world's leading providers of connected vehicle services to global automobile manufacturers. Services by ATX provide enhanced safety, security and driving convenience to vehicle owners, and help automobile manufacturers and their affiliated dealerships use telematics data and multiple customer contact channels to reduce costs, enhance vehicle servicing, and more closely manage customer relationships and contacts with the vehicle through its lifetime.

ATX is a division of Cross Country Automotive Services (www.crosscountry-auto.com), a leading provider of roadside assistance programs in the U.S. on behalf of global automobile manufacturers and U.S. insurance carriers. Cross Country provides solutions for the nearly 6 million roadside service events experienced by their consumers each year. In addition, Cross Country provides accident scene

management, vehicle release management and total loss screening services for insurance carriers, and customer care services for a number of automotive manufacturers.

About GENIVI Alliance

GENIVI Alliance is a non-profit industry association whose mission is to drive the broad adoption of an IVI open source development platform. GENIVI will accomplish this by aligning requirements, delivering reference implementations, offering certification programs and fostering a vibrant open source IVI community. GENIVI's work will result in shortened development cycles, quicker time-to-market, and reduced costs for companies developing IVI equipment and software. GENIVI is headquartered in San Ramon, Calif. For more information, please visit www.genivi.org.

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