



Cheetah USA LLC
 Gilbert, AZ
www.GPSdetector.com

Contact: **Al Smith**
 Phone: **(623) 748 4562**
 Email: **al@GPSdetector.com**

FOR IMMEDIATE RELEASE

ARIZONA STARTS FREEWAY SPEED CAMERAS (AZ DRIVERS START BUYING SPEED CAMERA DETECTORS)

GILBERT, AZ - July 24, 2008 - **Last week Arizona Department of Public Safety awarded a lucrative \$20 million contract to Redflex Traffic systems to install up to 160 fixed speed cameras on freeways statewide and to conduct mobile enforcement with up to 40 mobile camera vans. DPS expects 50 fixed speed cameras to be in the ground by September. "GPS Mirrors are going out of stock faster than we can get them in so we had to start a waiting list," says Don Norton, owner of Cheetah USA, the only manufacturer of GPS Speed Camera Detectors based in Arizona.**

"We're delighted with the reception from Arizona drivers. Within two days of the DPS announcement, we'd sold more detectors than in the previous two months. We've already ramped up production and we'll be caught up in a week or so and will have major stocks available throughout August, September and the run-in to Christmas."

A lot of drivers are calling the state-wide camera roll-out a money grab, but it's the demographic profile of Cheetah buyers that's interesting, **and not what you might expect.** More than half of the company's customers are senior drivers over the age of 55, not exactly the young leadfoots you might assume.

Cheetah GPSmirror Users - Response to "What age range are you in?"		Response Percent
16 - 25		2.0%
25 - 35		6.5%
35 - 45		21.5%
45 - 55		19.0%
55 +		51.0%

Source - Customer Survey, Cheetah USA LLC, the only GPS detector manufacturer based in Arizona

Al Smith, the company's VP of Marketing says, " We expect the customer profile to be the same in other states too. GPS detectors tend to be purchased by more experienced drivers, primarily because they're the hassle-free way to get the safety benefits of speed camera reminders and stay ticket free. Our product is so easy to use, you just take it out the box, plug it into your car and go. You don't have to be tech savvy and you don't have to mess around with complicated downloads or figure out how to correctly program the internals of a GPS. Just plug the GPSmirror into the USB on your PC once a month and our update software does everything for you, automatically." Smith adds, "We're also seeing another trend beginning to grow. Many customers with high-end factory installed GPS built into their dash are realizing they can't update it with speed cameras so a GPS detector like ours is their only option for staying on top of camera reminders."

Cheetah's unique GPSmirror camera detector uses 100% legal GPS location technology to alert drivers to the location of speed cameras and red light cameras, as well as other hazardous road areas all across America and Canada, not just Arizona and is available for 37 countries worldwide.

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**The Cheetah GPSmirror is available online now at www.GPSdetector.com
 or by calling (623) 748 4562**

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