



EROAD

MEDIA RELEASE

EROAD appoints Norm Ellis President of EROAD North America

6 January 2017 Auckland Transport technology service provider EROAD (NZX:ERD) has appointed Norm Ellis to the position of President, EROAD North America, effective today. He will report to EROAD CEO Steven Newman.

Mr Ellis will lead the North American senior management team as the business gears up to meet the opportunity created by the new Electronic Logging Device (ELD) regulations.

"To attract such an experienced and connected leader in the transport sector to our executive team and to lead the North American business as we aggressively chase the significant market opportunity in North America is a real coup," Steven Newman said.

"Mr Ellis was selected from a strong field of candidates across North America. He is highly respected in the transport and telematics sectors, with more than 30 years' experience in some of the largest businesses in the North American market," he said.

A key member of Omnitracs' sales and marketing team for more 16 years, Mr Ellis helped to grow Omnitracs from around 150K units in 1998 to close to 500K units in 2014, to become one of the largest telematics companies in North America. He led sales, services and marketing for Omnitracs US and Canada, after beginning his tenure at Omnitracs in product development and new market development roles. He joins EROAD from Nasdaq-listed producer of wireless asset management systems for the transport sector, I.D. Systems, Inc., where he was Chief Operating Officer.

"I'm honoured to be joining the EROAD team today," Mr Ellis said. "This extraordinary company has developed a market-leading product to meet the greatest change in the North American market in 60 years, which requires a step change from telematics providers. This is a very exciting time to be taking on a leadership role in the North American business and helping to shape EROAD's future."

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About EROAD

EROAD is a leading transport technology and services company, headquartered in Auckland, New Zealand, with offices in Portland, Oregon. EROAD's in-vehicle technology and global electronic platform provides heavy transport operators with automated solutions to manage and pay road user charges, to meet regulatory and compliance obligations, and to provide a range of commercial services. www.eroad.co.nz