



Smart Start at a Glance Fact Sheet - 2017

*IID is referred to as Ignition Interlock Device

*SSI is referred to as Smart Start Inc.

Name: Smart Start

Formal Name: 1A Smart Start, LLC

Type: Privately-owned

Start Date and Location: December 1992 in Irving, TX

CEO: Matt Strausz

Corporate Office Location: Grapevine, TX

Number of Employees: 600+

Company Size: Smart Start operates both corporate and franchise locations in 46 states throughout the U.S. Smart Start also has an international footprint in 18 countries. In total, Smart Start operates nearly 2,000 service center locations worldwide.

International countries include:

- Australia
- Canada
- Chile
- Denmark
- Estonia
- Finland
- Iceland
- Latvia
- Lithuania
- Mexico
- Costa Rica
- Colombia
- New Zealand
- Norway
- Poland
- Sweden



Who We Are: Smart Start is the nation's premier provider of services and technologies that is Setting the Standard in Alcohol Monitoring Technology® with Ignition Interlocks and portable devices.

The company was founded on the principles of providing a superior product with a focus on customer service. Smart Start supports their clients and monitoring authorities through a centralized, state-of-the-art, 24/7/365, bilingual Customer Care Center located at their corporate office in Grapevine, TX.

Since their inception, Smart Start's Ignition Interlocks have recorded over a billion alcohol-free starts and have prevented 11 million engine starts where alcohol was present on the driver's breath. As an alternative to incarceration and license suspension, Smart Start's Ignition Interlocks are saving lives.

Smart Start is the only firm offering fully integrated breath alcohol Ignition Interlock and portable alcohol monitoring device services, which include manufacturing, installation, service, monitoring and reporting. Smart Start provides timely interpreted reports and expert court testimony to monitoring authorities, as well as the ability to customize programs to the laws and requirements of each state and county.

Over the years, Smart Start has expanded their product and service offerings to include other alcohol monitoring technologies to become a proven and innovative market leader. For instance, Smart Start was the first company to offer a camera with their Ignition Interlock, answering the question of "who took the test." It is because of the success of Smart Start's camera that several states now require this technology as the baseline standard.

Who We Serve

Smart Start serves two groups of clients:

1. Drivers who install the Ignition Interlock on their vehicles for court-ordered supervision, license reinstatement or voluntary monitoring.
2. The judicial system or DMV division that mandates and monitors use of the Ignition Interlock on the vehicle of a DWI/DUI offender, as well as individuals who are court-ordered to use a portable alcohol monitoring device.

Since its founding, Smart Start has served more than a million clients.



Smart Start's Products



SSI-20/30™ Ignition Interlock

SSI-20/20™ Ignition Interlock

**IN-HOM™ S.M.A.R.T. Mobile™
Portable Alcohol Monitoring Device**

	SSI-20/30™	SSI-20/20™	S.M.A.R.T. Mobile™
Alcohol-specific fuel cell technology	✓	✓	✓
Easy testing and flexible blowing options	✓	✓	✓
Optional camera for positive ID	✓	✓	✓ * Camera required with facial detection
Optional real-time reporting	✓	✓	✓
SmartWeb® reporting with 24/7 access	✓	✓	✓
Optional GPS tracking	✓	✓	✓
Installs in any vehicle	✓	✓	N/A
Meets state requirements	✓	✓	N/A
Made in the USA	✓	✓	✓
24/7/365 bilingual customer service	✓	✓	✓



Interlock Facts

- As of July 2017, there are 30 states, including the District of Columbia, with an all-offender ignition interlock law. (MADD.org/interlock)
- Ignition interlocks are effective in reducing drunk driving offenses by 67 percent. (CDC)
- First-time offenders have driven drunk at least 80 times before they are arrested. (CDC)
- An ignition interlock is more effective than license suspension alone, as 50 to 75 percent of convicted drunk drivers continue to drive on a suspended license. All-offender interlock laws save lives by reducing drunk driving deaths by 7, 12 and 15 percent. (McGinty, 2017. IIHS, 2012. [Kaufman, 2016](#).)

Additional Facts

- **American Journal of Preventive Medicine, “Ignition Interlock Laws: Effects on Fatal Motor Vehicle Crashes,” 1982-2013, 2017**
 - Ignition interlock laws reduce alcohol-involved fatal crashes. Increasing the spread of interlock laws that are mandatory for all offenders would have significant public health benefit.
- **California DMV Study of Four-County Ignition Interlock Pilot Program, June 2016**
 - Ignition interlocks are 74 percent more effective in reducing DUI recidivism than license suspension alone for first offenders during first 182 days after conviction.
- **Mothers Against Drunk Driving, How Technology Stopped 1.77 million Drunk Drivers, February 10, 2016**
 - Ignition interlocks have prevented more than 1.77 million would-be drunk drivers with a blood alcohol concentration level of .08 or greater in the U.S.
- **Kaufman, University of Pennsylvania, “Impact of State Ignition Interlock Laws on Alcohol-Involved Crash Deaths in the United States, March 2016**
 - DUI deaths decreased by 15 percent in states that enacted all-offender interlock laws.