I.D. Systems Awarded Patent For Automated Wireless Vehicle Rental System

I.D. Systems

Woodcliff Lake, NJ — I.D. Systems, Inc. (Nasdaq: IDSY), a leading provider of wireless solutions for securing, tracking and managing high-value enterprise assets, has been awarded United States patent number 8,370,268 for a wireless, fully automated, remotely controlled vehicle rental system.

The patented system enables a renter to reserve a vehicle via the Internet or a Smartphone, confirm a specific vehicle's availability in real time by means of a wireless device inside the vehicle, automatically unlock the vehicle's doors with a remote authorization signal, and return the vehicle without the aid of any other person.

This is I.D. Systems' second patent award pertaining specifically to wireless rental car management. The company's first patent application for an automated vehicle rental system was filed in 1999, and the company currently has multiple related patent applications pending.

I.D. Systems has deployed its rental vehicle management technology for Avis Budget Group (Nasdaq: CAR) on approximately 30,000 vehicles in North America, as reported in November, 2012. As part of the contract between the companies, announced in August, 2011, Avis Budget also acquired an approximately 9% equity stake in I.D. Systems.

I.D. Systems expects that the newly awarded patent will help it further penetrate the rental car market and serve as a barrier to competition.

"We are very excited to be awarded this patent," said Jeffrey Jagid, I.D. Systems' chairman and CEO. "We envision consumers taking more control of their own car rental experience, and rental companies enjoying significant cost savings and revenue enhancements through wireless automation of their operations. This is starting to happen already, with virtual, remote rentals constituting the fastest-growing segment of the rental car industry. We believe our patented technology will be a cornerstone in revolutionizing this industry, just as electronic ticketing and check-in transformed the airline industry."

About I.D. Systems

Headquartered in Woodcliff Lake, New Jersey, with subsidiaries in Texas, Germany, and the United Kingdom, I.D. Systems is a leading global provider of wireless solutions for securing, controlling, tracking, and managing high-value enterprise assets, including rental cars, industrial vehicles, trailers, containers, and cargo. The Company's patented technologies address the needs of organizations to monitor

and analyze their assets to increase efficiency and productivity, reduce costs, and improve profitability. For more information, please visit www.id-systems.com *[1].*

"Safe Harbor" Statement

This release contains forward looking statements within the meaning of federal securities laws. Forward-looking statements include statements with respect to I.D. Systems' beliefs, plans, goals, objectives, expectations, anticipations, assumptions, estimates, intentions, and future performance, and involve known and unknown risks, uncertainties and other factors, which may be beyond I.D. Systems' control, and which may cause its actual results, performance or achievements to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. All statements other than statements of historical fact are statements that could be forward-looking statements. For example, forward-looking statements include: statements regarding prospects for additional customers; market forecasts; projections of earnings, revenues, synergies, accretion or other financial information; and plans, strategies and objectives of management for future operations, including integration plans in connection with acquisitions. The risks and uncertainties referred to above include, but are not limited to, future economic and business conditions, the loss of key customers or reduction in the purchase of products by any such customers, the failure of the market for I.D. Systems' products to continue to develop, the possibility that I.D. Systems may not be able to integrate successfully the business, operations and employees of acquired businesses, the inability to protect I.D. Systems' intellectual property, the inability to manage growth, the effects of competition from a variety of local, regional, national and other providers of wireless solutions, and other risks detailed from time to time in I.D. Systems' filings with the Securities and Exchange Commission, including its annual report on Form 10-K for the year ended December 31, 2011. These risks could cause actual results to differ materially from those expressed in any forward looking statements made by, or on behalf of, I.D. Systems. I.D. Systems assumes no obligation to update the information contained in this press release, and expressly disclaims any obligation to do so, whether as a result of new information, future events or otherwise.

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