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Supreme Security Systems Lowers Costs, Increases Visibility with Switch to New Dodge Sprinter Service Fleet

New Jersey's Largest Independent Electronic Security Provider Saves Thousands by Converting to Industry's Top-Performing Work Van While Introducing 'Mobile Billboards'

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Supreme Security Systems, New Jersey's largest independent, full-service electronic security provider, has selected the 2005 Dodge Sprinter van to anchor its new fleet of service vehicles. The industry's top-performing commercial van, the new Dodge Sprinters will not only be used to service and install security equipment for the company's more than 10,000 business and residential customers, but also as the company's primary method of advertising.

With the additional five new Dodge Sprinters, Supreme will operate a service fleet of nearly 40 vehicles. The newly acquired Sprinter vans will replace Supreme's former service fleet vehicle, the Chevrolet Astro van. As lease agreements for its remaining vehicles come to term, those vehicles will be phased out and replaced with Dodge Sprinters. The service fleet is expected to be comprised primarily of Dodge Sprinters by spring 2008.

"Transportation is an integral part of our business, so it's essential that we feature a fleet of service vehicles that meet our high standards of quality and dependability," said David Bitton, Chief Operating Officer of Supreme Security Systems. "The Dodge Sprinter vans not only meet, but exceed those standards and are a welcome addition to our business. In addition to providing us with a great platform to market our services, Dodge's reputation for strength and reliability mirrors our commitment to our customers, and we're proud to brand the Sprinters as the face of our company."

With market-leading fuel performance of 25 miles per gallon, the larger, more versatile Dodge Sprinters are expected to provide Supreme an immediate benefit and savings in operating costs. Coupled with a driving range of 660 miles on a single tank of fuel and long maintenance intervals of 20,000 miles, the company projects a cost-saving of more than $11,000 over the next five years.

"This is yet another example of the superior benefits and cost-of-ownership value the Dodge Sprinter brings to our diverse customer base," said Ray Fisher – Vice President of Fleet Operations and Remarketing, Chrysler Group. "With market-leading fuel performance, lowest operating costs and the segment's most best-in-class advantages, Dodge Sprinter remains the ideal light-duty work vehicle for fleets of all sizes."

The new Dodge Sprinters will be branded with the Supreme Security Systems logo and will feature colorful graphics that wrap around the perimeter of the vehicle. As 'mobile billboards,' the highly visible fleet will serve as the company's primary method of advertising to potential commercial and residential customers as they crisscross the Garden State.

Powered by a premium 2.7-liter, five-cylinder turbo diesel engine, the Dodge Sprinter is the most versatile commercial van on the market and continues to lead the full-size van segment in performance, versatility and safety. Boasting a unibody construction design that reduces curb weight and maximizes payload capacity, Dodge Sprinter offers the segment's most best-in-class advantages, including cargo capacity (473 cu. ft.), maximum payload (4,824 lbs.), lowest side step-in height (17 inches), lowest load-floor height (17 inches), turning diameter (36.7 feet), interior compartment accessibility and widest rear door opening (270 degrees). Dodge Sprinter cargo vans also boast the only available driver-side sliding door in the commercial van segment.

Supreme Security Systems

Supreme Security Systems is the largest independent, full-service electronic security provider in New Jersey. The company provides over 10,000 businesses, industrial facilities and residences with the most advanced burglar and fire alarms, closed circuit TV (CCTV) systems, access control systems, process and environmental monitoring

systems, audio and video intercoms and music systems. A third-generation family-owned and managed company, Supreme has nearly 100 long-term employees on staff. Security Distributing & Marketing Magazine ranks Supreme in the top one-half of one percent of alarm companies nationwide.

Dodge Brand

With a U.S. market share of seven percent, Dodge is Chrysler Group's best-selling brand and the fifth-largest nameplate in the U.S. automotive market. In 2004, Dodge sold more than 1.4 million vehicles in the global market. Dodge continues to lead the minivan market segment with a 20 percent U.S. market share and maintains an 18 percent share of the highly competitive truck market. In the car market, Dodge has a 4.5 percent market share. In 2006, Dodge will enter key European volume segments.

For more information on Supreme Security Systems, visit www.supremealarm.com.

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