



FOR IMMEDIATE RELEASE

Dallas-based Alcohol Monitoring Company Smart Start Passes One Million Customer Milestone After 25 Years

DALLAS – (October 31, 2017) Smart Start, the leading ignition interlock provider in the world, installed its one millionth U.S. customer this week to continue its mission of saving lives through technology.

The Dallas-based firm provides alcohol monitoring products to criminal justice authorities and persons convicted of a DUI/DWI. It opened for business in 1992 and is now the leading manufacturer and provider of ignition interlocks and portable alcohol monitoring devices. The company designs and builds its products in the U.S., and serves clients through nearly 2,000 U.S. and worldwide locations with more than 500 employees.

In the U.S., Smart Start's ignition interlocks have prevented more than 7 million attempts to start a vehicle with a blood alcohol concentration (BAC) of .08 or above.

"In 1992, we had only 4 employees. Now, Smart Start is a company that has shaken up the alcohol monitoring industry for the past 25 years with innovative technology, software and service," said CEO Matt Strausz. "Since the beginning we've focused on customer service and superior products to make our roads safer and to change lives. We still maintain that vision today. We are very excited for the future, and Smart Start's growth potential."

In addition to its success as a partner with state and local monitoring agencies to prevent drunk driving vehicle starts, Smart Start works with national organizations such as Mothers Against Drunk Driving (MADD) to improve ignition interlock laws in various states. Currently, 30 states and D.C. have enacted all-offender ignition interlock regulations that require offenders to use an interlock after their first arrest. Studies show all-offender laws help drastically reduce the reoccurrence of a DWI/DUI by changing their behavior and choices.

A 2016 study from the University of Pennsylvania also reveals that [states with mandatory Ignition Interlock laws saw a .8 decrease in deaths for every 100,000 people each year](#). In comparison, mandatory airbag laws saw a .9 decrease, and the 21-year minimum legal drinking age saw .2 per 100,000 people.

About Smart Start

Smart Start leads the way in the alcohol monitoring industry as a privately-owned U.S. manufacturer of advanced technology and custom-designed software. Built on convenience, Smart Start's SSI-20/30™ and SSI-20/20™ Ignition Interlock and S.M.A.R.T. Mobile™ portable alcohol monitoring device provide the greatest benefit at the lowest cost to both users and monitoring authorities. Our dependable, user-friendly technology is supported by a 24/7/365 Customer Care Center. With an international footprint of nearly 2,000 service locations across the U.S. and in 18 countries, Smart Start continues to set the standard in alcohol monitoring technology. For more information, visit www.smartstartinc.com.



Media Contact:

Blair Burney

800-880-3394 ext. 2686

blair.burney@smartstartinc.com