

UNLOCKING TECHNOLOGY



**ADVANCED
DIAGNOSTICS**



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INTRODUCTION

Formed in July 2000, Advanced Diagnostics Ltd have grown rapidly to become the World Leaders in transponder key programming equipment.

Karmjit Kalsi and Greg Chambers, who founded the company, and the team at Advanced Diagnostics are all from the automotive diagnostic industry and have a vast number of years experience within the Automotive Diagnostics market between them.

AD100 was the first product designed by Advanced Diagnostics in response to the UK Automotive Locksmith Association (ALA) which was declining as immobiliser technology complexity increased.

Initially sold with Ford, Rover and GM applications the AD100 allowed the UK locksmiths to regain their foothold within the auto locksmith market. Over the next few years the applications were developed at a staggering pace to now boast over 40 manufacturers and 300+ different immobiliser systems.

As the AD100 was developed, its success quickly extended to other European countries and was shortly followed by other worldwide markets.

The world leading AD100 and branded key programming products including TCODE, Codeseeker, DM100, MVP, Premium Code, AVP and the new AD100 Pro and Tcode Pro are now a requirement for any security professional or automotive locksmith.

Additionally, Advanced Diagnostics provides the independent automotive aftermarket with general diagnostic equipment and a range of genuine vehicle dealer diagnostic equipment.

Supporting customers with equipment is only part of the solution. Therefore Advanced Diagnostics prides itself on offering training courses, technical support and fast problem resolution, keeping both customers and Advanced Diagnostics at the forefront of key programming.

ADVANCED DIAGNOSTICS...

The World Leaders in key programming systems, its as simple as that!

"WITHOUT ADVANCED DIAGNOSTICS I'D HAVE TO SHUT MY BUSINESS DOWN. THANKS TO ADVANCED DIAGNOSTICS I AM ABLE TO STAY ON THE CUTTING EDGE IN AUTOMOTIVE LOCKSMITHING."

Craig Hackney, Vice President & Tradeshow Chairman, California Locksmith Association

"THE AD100 KEY PROGRAMMING TESTER BY ADVANCED DIAGNOSTICS IS THE COMMITTEE'S ENDORSED PRODUCT. THE QUALITY OF THE TESTER, DEPTH OF SOFTWARE AND FUTURE RELEASES DEMONSTRATE THEIR COMMITMENT TO VEHICLE LOCKSMITHS AND THE ALA... WE THEREFORE RECOMMEND THE AD100 KEY PROGRAMMING TESTER AS THE APPROVED PRODUCT TO OUR MEMBERS."

Auto Locksmith Association (ALA), UK

Percentage of sales worldwide



- AD100 was designed in response to the declining automotive locksmith market
- Pioneers in the security market
- World leaders in key programming technology
- Global company with distributors world wide
- Friendly and approachable employees
- Responsive to customers' needs
- Complete package offering equipment/training/technical support/hotline
- Excellent relationships with both customers and distributors
- Custom branded products



COMPANY OVERVIEW

Advanced Diagnostics - In Brief

- Created in July 2000
- Changed to limited company in September 2002
- Head office based in Nuneaton, UK
- 6000 sq ft warehouse and worldwide shipping facility
- Offices in UK, USA & Australia
- Sister company Advanced Keys Ltd created in 2003
- R&D facility for hardware and software
- Sales and marketing team
- Dedicated training facility
- Training courses developed for worldwide customers/distributors
- Extensive automotive diagnostics experience
- Customer technical hotline
- Customer technical forum
- Offers a range of genuine vehicle manufacturer diagnostic equipment

Key Milestones

- Launched AD100 in April 2001 to the ALA (Auto Locksmiths Association) in UK
- T-Code launched in North America in April 2003
- T-Code contract with Keyline/Bianchi September 2003 in Europe
- Strattec Codeseeker launched in North America January 2004
- Dar Mar DM-100 launched September 2004
- MVP launched in June 2005 to meet the demands of the small family run locksmith
- Over 6,500 key programming tools sold by June 2006

Global Company

- Worldwide distribution
- Worldwide training
- Local technical support and training provided by distributors
- Software developed for all markets and manufacturers

Company Values

- Friendly and knowledgeable team
- Flexible and easy to deal with
- Quick, responsive, approachable



AD100...
TOP PRODUCT WINNER
FOR DIAGNOSTICS 2003
Motor Mechanic Magazine



"YOU HAVE REVOLUTIONISED THE AUTOMOTIVE LOCKSMITH INDUSTRY. WE ESPECIALLY LIKE YOUR OPEN CONCEPT STYLE, NO OLD FASHIONED HIERARCHY FORMAT, FOUND IN ALMOST EVERY OTHER BRAND NAME... "MAJULAH" (Move Forward) ADVANCED DIAGNOSTICS!

Kelvin Teo, Director HWA Keat Autokey, Singapore



KEY PROGRAMMING

Advances in modern automotive and electronic technology place maximum demands on the automotive trade.

Advanced Diagnostics established themselves in the automotive security market and have been pioneering the way ever since by providing technicians with simple to use equipment to tackle these complex systems.

Advanced Diagnostics training equips customers with knowledge and specialist expertise with practical training. Furthermore the technical hotline gives you rapid and extensive support.

Key Programming Equipment

Designed for anyone involved in vehicle immobiliser systems, transponder keys, key cutting and programming, the range of key programming tools offered by Advanced Diagnostics is a must for any security professional, whatever the budget, whatever the market.

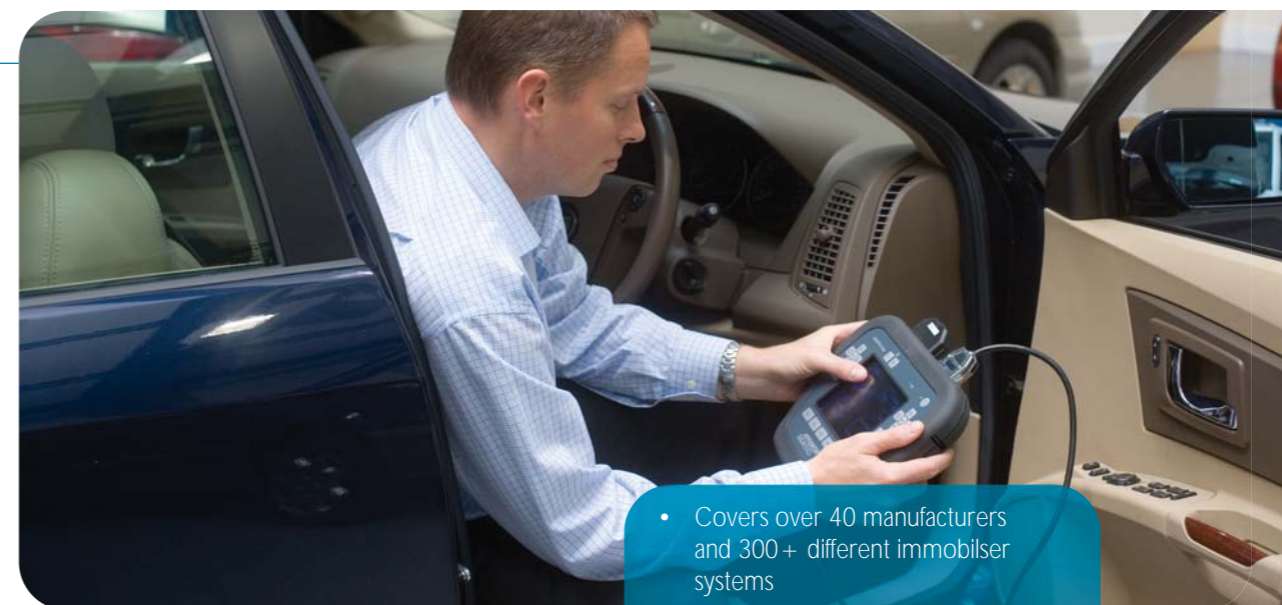
The system is connected via the vehicle's diagnostic port using the appropriate cable, and guides the technician with simple menu driven procedures.

Offering an extensive software applications portfolio covering over 40 manufacturers and 300+ different immobiliser systems, places Advanced Diagnostics clearly ahead of the competition.

With vehicle manufacturers constantly changing and improving systems, ongoing developments and solutions are a major aspect of Advanced Diagnostics' success.

Responsiveness to problems and providing the locksmith with the very latest software as it is developed is a fundamental philosophy within the company. The technician can either have access to proven software or beta software as it's developed, therefore providing customers with the latest software at an unprecedented rate.

Meeting the demands of the general independent garage that also require access to key programming capability, led to the development of the Multi Vehicle Programme (MVP). The MVP provides the world leading key programming system, but on a "Pay As You Go" basis, enabling the general garage to gain access to this leading edge technology at a fraction of the cost.



- Covers over 40 manufacturers and 300+ different immobiliser systems
- Responsiveness to problems
- Provides access to the very latest software as it is developed
- Committed to leading the way with key programming equipment
- Advanced Diagnostics supports many locksmith associations
- Supplies leading companies in the security market with branded products

Advanced Diagnostics remains committed to leading the way with key programming equipment.

Internet Services

Utilising the internet provides customers with fast and instant access to new and updated software.

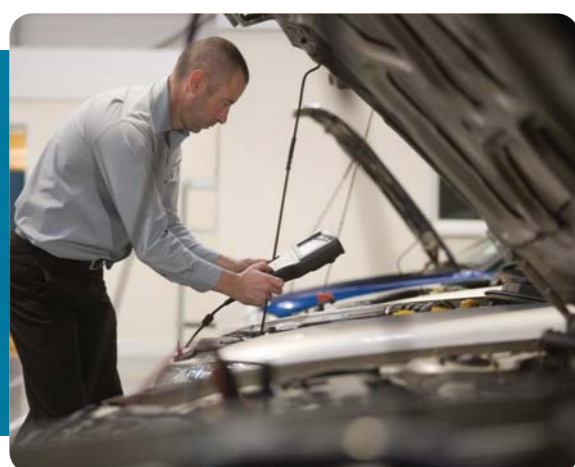
The online technical forum allows customers from all over the world to share real experiences.

Support Services

Offering the complete package to customers with training, hotline, technical forum, parts and information is what differentiates Advanced Diagnostics from the rest.

"ADVANCED DIAGNOSTICS HAS BEEN ONE OF ELME TOOLS' PRINCIPAL SUPPLIERS. AD HAVE BEEN AN INNOVATIVE, IMAGINATIVE AND CO-OPERATIVE BUSINESS PARTNER WHO HAS HELPED US ENORMOUSLY IN EXPANDING OUR BUSINESS. ELME TOOLS OWES AD A GREAT DEBT OF GRATITUDE."

Juan Antonio Juárez,
Managing Director, Elme Tools, Spain



ADVANCED KEYS

Created in 2003, Advanced Keys Limited is a sister company of Advanced Diagnostics that was set up to provide automotive locksmiths with access to genuine parts other than purchasing from the vehicle manufacturer.

Advanced Keys offers a comprehensive range of original keys, remote controls and transponders along with special duplication keys which complement the Advanced Diagnostics key programming systems.

With large stocks of keys, transponders and remote controls competitively priced, the locksmith can order the required parts and program them to the customer's vehicle without delay, providing a fast and cost effective service.

Originally set up supplying the UK market, Advanced Keys has progressed to selling products to locksmiths worldwide via an internet shop and hard copy catalogue.

The internet shop is popular with locksmiths and distributors around the world. It has been designed to be simple to use and payment can be made by either credit/debit card or bank transfer.

For locksmiths who prefer to order via fax or phone, Advanced Keys is available Monday to Friday. Orders can be paid for by credit/debit card which if received before 12 noon, will be packed and posted the same day where possible.

There is no minimum order imposed and there is a fixed postage charge regardless of the order value.

"I'M FROM THE OLD GENERATION, BUT THE 'USER FRIENDLY' MENU AND SUPPORT THAT I RECEIVED FROM THE ADVANCED DIAGNOSTICS POLISH DISTRIBUTOR HAS ALLOWED ME TO ENTER A NEW FIELD IN LOCKSMITHING."

Zbigniew Piatek - Locksmith, Poland



The range of parts offered by Advanced Keys is constantly being developed to add new items as they become available.

- Provides a source for genuine keys and remotes that can be programmed using Advanced Diagnostics equipment
- Special duplication keys – Texas copy keys
- Transponders
- Easy to Use 24/7 ordering online or via fax or phone
- Worldwide service
- No minimum order quantity
- Secure payment by credit/debit cards or bank transfer
- Special offers
- Simple postage rate system regardless of quantity ordered
- Technical catalogue

Head office Advanced Diagnostics team:
(from left to right)

(First line)

Karmjit Kalsi, Technical Director
Greg Chambers, Managing Director
Shaun Garrett, Commercial Manager

(Second line)

Kim Stanier, General Manager, Advanced Keys
Stuart Burns, Development Engineer
Adrian Rickus, Development Engineer

(Third line)

Paul Holdcroft, Warehouse Controller
Russell Finch, Finance Manager
Simon Ashby, Technical Engineer

