



St. John's, Newfoundland—March 27, 2017—Lemur Monitors today announced that Jim Fish has joined Lemur as Vice President of Business Development and as a strategic advisor, reporting to Lemur's CEO Maurice Tuff.

Fish will provide oversight of the strategic direction, expansion and enhancement of the existing Lemur connected car ecosystem including its vehicle monitoring and diagnostic technology. Lemur sets the standard for customer service with innovative features like live in-app chat and unprecedented vehicle diagnostic capabilities and is the leader in mobile OS diagnostic solutions.

"I am thrilled that Jim is joining our team," said Tuff. "He shares our values and our focus on innovation, and he places the same strong emphasis as we do on the customer experience. His background in connected vehicles, data analytics, and artificial intelligence are a perfect fit as we set course for the future Lemur ecosystem."

"I am profoundly honored to join Lemur, and very much look forward to working with the team to further enrich the consumer experience as Lemur builds on their existing market-leading ecosystem," said Fish. "It is no mystery why they are the leading platform, with unprecedented capability that continues to expand. More capabilities in the platform means more problems found, and that saves the Lemur customer time and money."

Fish joins Lemur from Robert Bosch North America, where he served as Chief Innovation Officer and was named the 2014 Bosch Inventor of the Year. Jim has over 20 patents in the area of vehicle diagnostics, software and connected business models and oversaw the Bosch Global Aftermarket Diagnostic business. Prior to Bosch, he was the head of Product Management for SPX Service Solutions (which was acquired by Bosch in 2012), an executive with Snap-on, and has additionally spent time in a green energy start-up, as a management consultant and spent over 10 years with Ford Motor Company. He is on the Board of the Equipment and Tool Institute (ETI), is a regular industry speaker and his passion for the customer has led him to become an ASE Certified Automotive Technician.

Lemur Monitors (www.lemurmonitors.com) provides advanced diagnostic solutions via their BlueDriver platform. Lemur is the unquestioned leader in the mobile OS diagnostics, both with DIY'ers and professional technicians.

Media Enquires: media@lemurmonitors.com