

cobra

Your Guardian on the Road

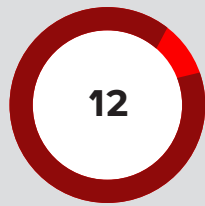
Cobra Assist | Assist Plus



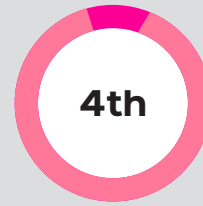
Road Accidents In Malaysia*



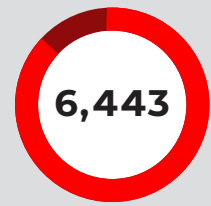
road
accidents



deaths in
a day



largest cause of
deaths in Malaysia



deaths recorded
in 2023

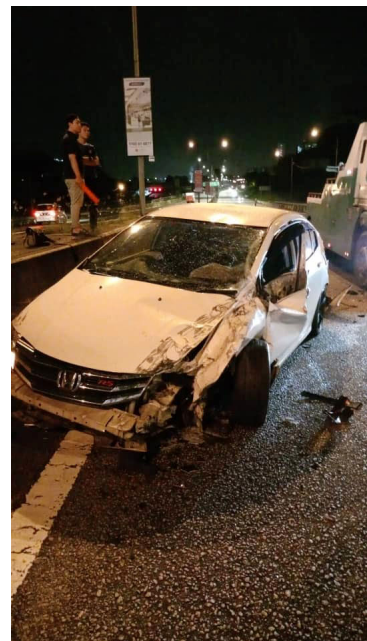
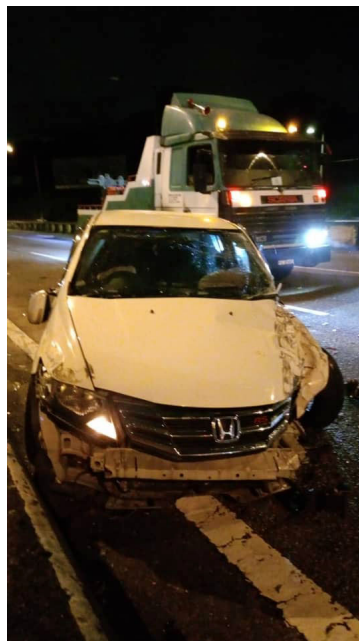
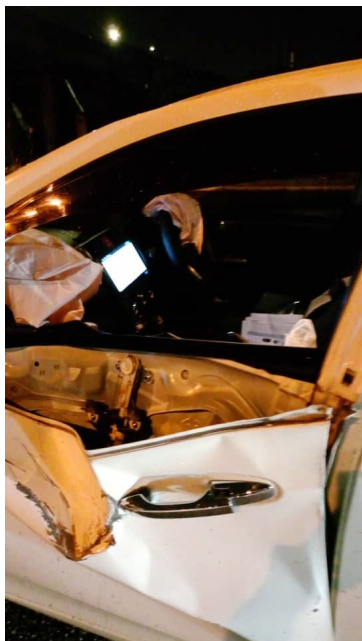
1,999 road accidents and 12 deaths in a day in March 2024 according to police daily report.

4th largest cause of deaths in Malaysia with 6,443 deaths recorded in 2023 - says Anthony Loke, Minister of Transport.

**Source from the Royal Malaysia Police's Traffic Investigation and Enforcement Department (JSPT) and Ministry of Transport (MOT)*

Why Are Road Accidents So Rampant In Malaysia?

Road accidents in Malaysia are increasing due to several factors, with human behavior being a leading cause. Carelessness and inattentiveness often result in unsafe driving practices, contributing significantly to the rising accident rates.



Addressing these behaviors is crucial to improving road safety and reducing accidents across the country.

Examples of risky behaviors include:

- Following too closely
- Taking corners dangerously
- Overtaking recklessly
- Speeding excessively
- Driving under the influence of alcohol or drugs
- Using a mobile phone while driving
- Changing lanes without signaling
- Driving while drowsy or sleepy

Get Assistance Automatically & Many More!

Cobra Assist and **Assist Plus** offer cutting-edge transportation security, ensuring car owners' peace of mind while enhancing the overall driving experience. Featuring a self-powered SOS Microtag and the Connex app, these solutions deliver instant roadside assistance at the touch of a button.



Additionally, Cobra's Secure Operations Centre provides 24/7 monitoring, ensuring rapid emergency crash response.

Key Function Benefits

Automatically connects to the Connex mobile app via Bluetooth for Automatic Driver Recognition (ADR).



Auto eCall - Automatic Accident Alert & Emergency Assistance Response

In the event of a severe accident, the Microtag automatically triggers an alert, emitting a beep for 15 seconds before transmitting your accident details to the Secure Operations Centre (SOC).

You will receive an immediate call from the SOC to provide prompt assistance, including ambulance dispatch if necessary.

If you are safe, you can press the button within 15 seconds to cancel the assistance request.

Manual eCall - Enhanced Roadside Assistance

In the event of a car breakdown or minor emergency, press the SOS button for 2 seconds to request roadside assistance. The Microtag will beep for 15 seconds and transmit your location to our Roadside Assistance (RSA) provider.

You will receive a call on your mobile phone from the RSA provider to confirm your situation and provide immediate assistance.

If the SOS button is pressed accidentally or you decide to cancel the request, press it again within 15 seconds to cancel the roadside assistance request.

Safe Driving Alert (SDA) - Proactive Safety

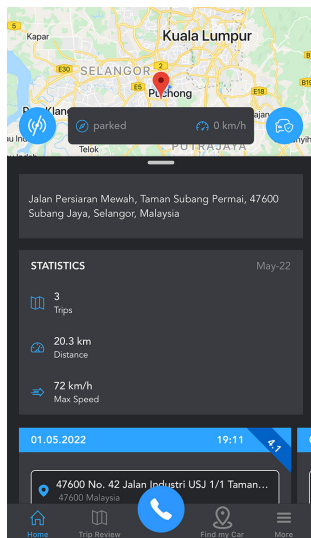
Turn on SDA for real-time, friendly “beeping” alerts that notify drivers of unsafe events, such as phone distractions or speeding, helping to keep both the driver and passengers safe.

Crash Reconstruction

Cobra crash reconstruction report to support the police report and for faster claims with the insurance company.



My Connex App

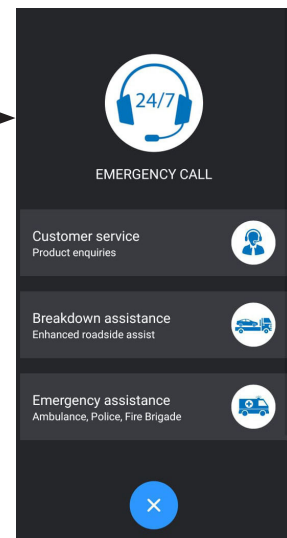
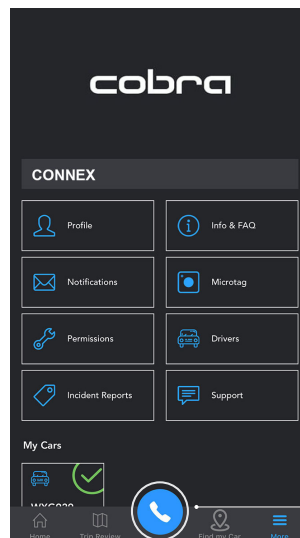


Main Page

Parked or Driving Status

Last Parked Address

Car Status



Phone Button

eCall, Automatic crash alert

Manual eCall - emergency and roadside assistance

Safe driving alert On/Off – smartphone distraction & speeding

Add drivers - Add as many drivers for eCall and bCall ADR services.

Add cars - Use the same app to pair with different Microtag on different cars.

Locate car - Locate the last paired location between the app and Microtag e.g. your last parked location.

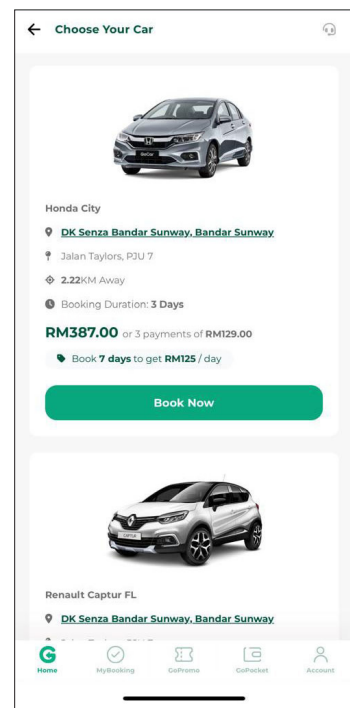
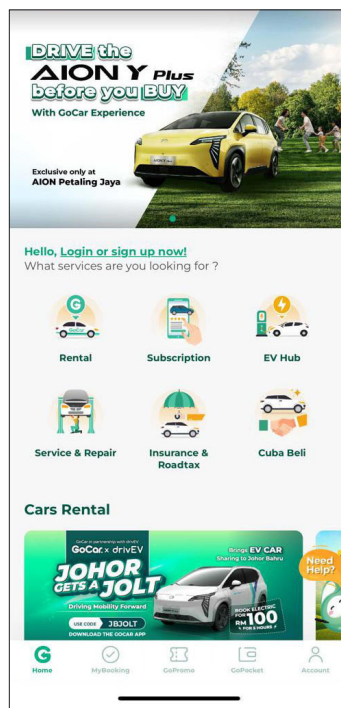
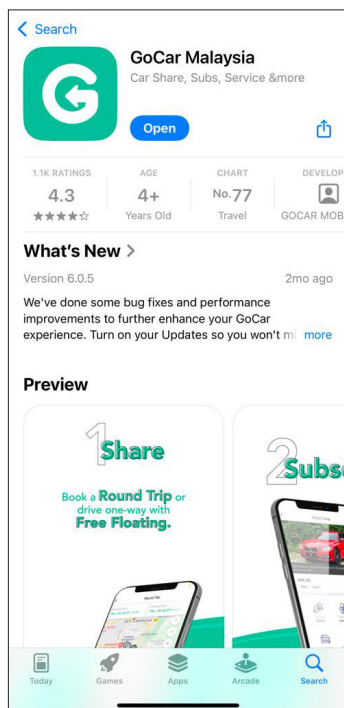
Trip Review - Review previous trips with driving score based on phone distraction & driving style e.g. speeding, harsh braking and cornering.

Microtag low battery alert - in case the battery is low, you will receive a notification to replace the battery.

Incident reports - View accident report online to help you make a police report in case of accident and check online the number of roadside assistance rendered.

Enhanced Roadside Assistance

1. Unlimited towing - In the unfortunate event of an accident, towing by our authorised tow truck to your preferred workshop within Malaysia, without charge. You will only pay for the toll charges if incurred.
2. Repair on-site service up to RM100 free labour:
 - a) Battery - Jumpstart or replacement
 - b) Tyre - Flat tyre patch, change
 - c) Fuel - Out of fuel delivery
 Additional charges will apply for other services. Please refer to the QR code for more details.
3. Courtesy Car - Subsidy of car rental from GoCar up to RM1,500/year if your car is undergoing accident repairs at an authorised workshop. Download the GoCar app.



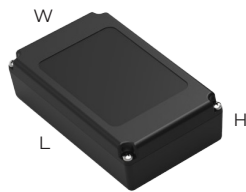
Cobra Assist Plus

Cobra Assist With “Anti-theft security - Stolen vehicle recovery”

Cobra provides advanced stolen vehicle recovery assistance as a leader in vehicle anti-theft solutions in Malaysia.

While there are various security measures available to reduce the risk of vehicle theft, a wire-free, self-powered tracker may be the only solution to recover your vehicle if it's stolen.

At Cobra, we are committed to continually innovating our stolen vehicle recovery systems, ensuring our customers' peace of mind. Our state-of-the-art, wire-free self-powered tracker guarantees efficient vehicle recovery in the unfortunate event of theft.



Cobra SPT
Self-powered tracker

Specifications	Dimensions (mm)
Length (L)	69
Width (W)	41
Height(H)	20

An effective recovery process, in partnership with the Police:



In case vehicle is stolen, call our SOC



Our procedure then triggers the recovery process





The vehicle is located



The vehicle is then recovered and secured by the Police



Whichever system is right for you, you will benefit from Cobra's unique partnership with MERS 999 for auto eCall, RSA providers for manual eCall & our unique enhanced roadside assistance services. In case of Assist Plus, the Police force for fast & efficient stolen vehicle recovery intervention.

ITEM		 Cobra Assist	 Cobra Assist Plus
Microtag self-powered device + Connex app		Yes	Yes
Wire-free self-powered tracker (SPT)			<p>Yes - with 3 telco roaming SIM, IP54</p> <p>Default once a day wake up to check for theft - 2 years battery life</p> <p>Set up via app: 1,2 or 3 times a day wake up</p> <p>Motion sensor continuous On/Off</p> <p>Tracking mode upon declaring theft - 2 weeks battery life</p> <p>Battery type: CR123A x 2</p>
Auto eCall		Yes	Yes
Manual eCall		Yes	Yes
Roadside Assistance		<ul style="list-style-type: none"> - Unlimited towing - Up to RM 100 free labour for repair on site services (Battery, Tyre, Fuel delivery) - Courtesy Car - up to RM1500/year with GoCar 	<ul style="list-style-type: none"> - Unlimited towing - Up to RM 100 free labour for repair on site services (Battery, Tyre, Fuel delivery) - Courtesy Car - up to RM1500/year with GoCar
Anti-theft			Stolen vehicle recovery with SPT by 24/7 SOC
Mobile App		My Connex app	My Connex app
Retail Price		RM420	RM990
Service fee (Year 2 onwards)	Monthly (cancellable)	RM10	RM20
	1 year	RM108	RM216
	2 years	RM216	RM384

Note: All service fees are subject to 8% service tax. All features and descriptions are subject to change without prior notice. Terms & conditions apply.

Frequently Asked Questions

• How does Auto eCall work?

Auto eCall is designed to reduce emergency response times and potentially save lives. In the event of an accident, the Microtag automatically triggers an alert, emitting a beep for 15 seconds before transmitting your accident details to the Secure Operations Centre (SOC).

You will receive an immediate call from the SOC to provide prompt assistance, including ambulance or police dispatch if necessary.

If you are safe, you can press the button within 15 seconds to cancel the assistance request.

• What is Manual eCall?

In the event of a car breakdown or minor emergency, press the SOS button for 2 seconds to request roadside assistance. The Microtag will beep for 15 seconds and transmit your location to our Roadside Assistance (RSA) provider.

You will receive a call on your mobile phone from the RSA provider to confirm your situation and provide immediate assistance.

If the SOS button is pressed accidentally or you decide to cancel the request, press it again within 15 seconds to cancel the roadside assistance request.

• What is Breakdown & Roadside Assistance?

Breakdown & Roadside Assistance or RSA provides support when your vehicle experiences mechanical or technical issues while on the road. With Cobra Assist or Assist Plus, you can request assistance through the mobile app, and help will be dispatched to your location to provide assistance.

This package also comes with unlimited towing, up to RM100 free labour for repair on-site services (replacement of battery, tyre and fuel delivery) and free rental of courtesy car up to RM1,500 per year with GoCar.

• How do I qualify for the courtesy car?

- Ensure your Connex mobile app is paired with the Microtag at the time of the accident.
- Your car must be under repair at an authorised workshop due to accident-related damage.
- Submit your police report to the SOC.
- Download the GoCar app and proceed with the courtesy car rental booking via the app.

• How does Stolen Vehicle Recovery work?

In case of towing or unauthorised movement, an alert will be sent to SOC and you will receive a push notification. SOC will call the registered number to verify the theft. If theft is confirmed, SOC will activate theft management and contact the police for recovery. You may also call our SOC manually to report a theft.

With Assist Plus, it comes with a wire-free, Self-Powered Tracker (SPT) which maybe the only solution to recover your vehicle if it's stolen. Our state-of-the-art, SPT guarantees efficient vehicle recovery in the unfortunate event of theft.

• How do I stay connected with my vehicle using the mobile app?

My Connex mobile app comes standard and allows you to monitor your vehicle's status, receive alerts and stay informed about its location. You can also remotely initiate emergency calls, access breakdown assistance and track the progress of stolen vehicle recovery efforts.

• Will the app drain my phone battery?

The app is designed to efficiently minimise battery consumption and uses minimal data. It will only record trips once connected to your Microtag.

- **My phone is in low power mode. Does this affect the app?**

When the phone is in low power mode, Location & Bluetooth could get turned off. Best to connect it to a battery charger.

- **How do I know if my phone has successfully connected to the Microtag? Does it automatically connect before each trip?**

The Cobra Assist will automatically connect to the My Connex mobile app via Bluetooth and you will be notified each time via a notification and beeping sound. In case that your phone Bluetooth has been switched OFF, you will be notified via push notification.

- **Why can't I select the trip range under the calendar?**

To access the calendar, you need to select a start and end date to find a trip range. Alternatively, you can relaunch your app.

- **Why can't I view my notifications?**

Under the "Notifications" section, your notifications are displayed according to date. Simply click "Show next" to view previous notifications.

- **How long does the Cobra Assist battery last? How to replace it?**

The Cobra Assist comes with a complimentary battery with an expected life of 1 year, depending on the vehicle usage. When the device's battery runs low, you will receive a push notification. To proceed with the replacement, purchase a CR2032 coin battery, pull the device's side slot, replace with the new battery and push the slot back in. Press the device button until it beeps 3 times to turn it ON.

- **My car is driven by multiple drivers. Can i register more than one driver?**

Yes, you can invite drivers via the "Drivers" section of the app and they will receive an SMS with their respective login credentials. To activate the account, each invited driver will simply need to download My Connex app and login with the provided login credentials, click "More" below "My Device" in the Homepage, accept all permissions and establish one-time connection with the device. Each driver will be able to benefit from road protection services.

- **What happens if multiple phones linked to the Cobra Assist enter the same car simultaneously?**

The 1st to pair will record the trip. Turn OFF Bluetooth for few seconds if you wish for another phone to pair.

- **What happens I have a severe accident?**

We detect severe crashes via smartphone. If detected, Cobra Assist will start beeping for 15 seconds and will then transmit your accident details to the authorised Call Centre. Call Centre will call you to provide assistance. Press the button within 15 seconds until the beep stops to cancel the assistance request and to indicate that you are SAFE.

- **What is the phone distraction alert? How does it work?**

Texting while driving is one of the MAJOR CAUSES of accidents. To help preventing driving distraction, the Cobra Assist will sound REAL TIME friendly "Beeping" alerts as soon as the paired smartphone is picked up and used (Touchscreen Unlocked) while driving above 20Km/h. This alert can be turned OFF via the device page.

- **Is Cobra Assist compatible with all vehicle models?**

Cobra Assist is wire-free and designed to be compatible with a wide range of vehicle models.

- **How do I install Cobra Assist on my vehicle?**

No professional fitment is required. Just stick the Microtag in your vehicle, ensure it is within your reach. You can refer to the User Manual or contact our Cobra SOC +603 5888 0000 if you need any assistance.

- **What is the main difference between Cobra Assist and Assist Plus?**

Cobra Assist Plus combines the Microtag with the wire-free self-powered tracker, specifically designed for vehicles as a defence against theft.

- **Why choose Assist Plus?**

Cobra Assist Plus is designed for vehicle owners concerned about vehicle theft. If a vehicle is stolen, the Assist Plus significantly improves the chances of recovery.

- **Is unlimited towing free for this product?**

Yes, unlimited towing to your preferred location is free of charge. Additionally, on-site repair services include up to RM100 in free labor charges and free rental of courtesy car from GoCar up to RM1,500 per year in case of accident repair at authorised workshop.

- **What is the product warranty?**

2 years from the date of service activation.

- **Can you track the vehicle using a computer or tablet?**

Yes, with the Assist Plus package, you can track your vehicle through the Cobra web portal.

- **How does the Assist Plus anti-theft system work?**

In the event of vehicle theft, Assist Plus uses a wire-free Self-Powered Tracker (SPT) for a seamless recovery process, supported by the Secure Operations Centre (SOC) and in collaboration with the police. Report the theft to the SOC immediately. Once confirmed, the SOC will activate theft management using the SPT to track the vehicle's real-time location and coordinate with the police for prompt recovery.

- **Can I protect my vehicle if I disconnect the battery?**

Yes, the SPT is wire-free and self-powered, allowing you to maintain protection even if the battery is disconnected.

- **Can I transfer the system to another vehicle?**

Yes, the system can be easily transferred to another vehicle and you can update the vehicle details directly in your Cobra app.

- **How is my data and privacy protected with Cobra Assist?**

Cobra Assist values data security and privacy. The system employs robust encryption protocols to safeguard your data and ensure that only authorised individuals have access to your vehicle's location in the event of an accident automatic eCall or roadside assistance manual eCall or anti-theft stolen vehicle recovery assistance.



Sign Up for Cobra Assist or Assist Plus
Today!



Cobra Auto (M) Sdn Berhad



Cobra Security Electronics



Authorised dealers