

January 19, 2012



Ford Expands Use of I.D. Systems' Industrial Vehicle Management Technology in Europe and North America

WOODCLIFF LAKE, N.J., Jan. 19, 2012 (GLOBE NEWSWIRE) -- I.D. Systems, Inc. (Nasdaq:IDSY), a leading provider of wireless solutions for tracking, securing and managing high-value enterprise assets, today announced it will be working with Ford Motor Company (NYSE:F) to expand its deployment of I.D. Systems' wireless Vehicle Management System (VMS) on industrial trucks in Europe and North America.

In Europe, I.D. Systems' VMS is being launched or expanded at Ford plants in the UK, Romania, and Spain, with account and project management provided by I.D. Systems' subsidiary, I.D. Systems GmbH.

In North America, Ford is continuing an enterprise-wide upgrade of I.D. Systems' technology that commenced in 2011, with the latest generation of I.D. Systems' VMS being implemented at multiple plants in Mexico and the United States.

I.D. Systems' VMS is designed to enhance the safety, security, maintenance, and utilization of industrial equipment. The system improves safety and security by restricting vehicle access to trained, authorized operators and providing electronic safety checklists. It helps reduce maintenance expenses by automatically uploading vehicle data, reporting checklist issues in real time, basing maintenance schedules on actual vehicle usage rather than calendar time, and helping determine the optimal economic time to replace equipment. In addition, the system can help improve equipment utilization and reduce the total cost of fleet ownership by ensuring equipment is in the proper place at the right time and streamlining work flow.

"We are gratified by our continued strong relationship with Ford," said Jeffrey Jagid, I.D. Systems chairman and CEO. "We look forward to helping Ford stay at the forefront of best practices in supply chain management with our best-in-class wireless industrial vehicle management technology."

About I.D. Systems:

Based in Woodcliff Lake, New Jersey, with subsidiaries in Germany and the United Kingdom, I.D. Systems is a leading provider of solutions for securing, controlling, tracking, and managing high-value enterprise assets, including vehicles, powered equipment, trailers, containers, and cargo. The Company's patented technologies address the needs of organizations to monitor and analyze their assets to improve safety, security, efficiency, and productivity. For more information, visit www.id-systems.com.

"Safe Harbor" statement:

This press release contains forward looking statements within the meaning of federal

securities laws. Forward-looking statements include statements with respect to I.D. Systems' beliefs, plans, goals, objectives, expectations, anticipations, assumptions, estimates, intentions, and future performance, and involve known and unknown risks, uncertainties and other factors, which may be beyond I.D. Systems' control, and which may cause its actual results, performance or achievements to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. All statements other than statements of historical fact are statements that could be forward-looking statements. For example, forward-looking statements include: statements regarding prospects for additional customers; market forecasts; projections of earnings, revenues, synergies, accretion or other financial information; and plans, strategies and objectives of management for future operations, including integration plans in connection with acquisitions. The risks and uncertainties referred to above include, but are not limited to, future economic and business conditions, the loss of key customers or reduction in the purchase of products by any such customers, the failure of the market for I.D. Systems' products to continue to develop, the possibility that I.D. Systems may not be able to integrate successfully the business, operations and employees of acquired businesses, the inability to protect I.D. Systems' intellectual property, the inability to manage growth, the effects of competition from a variety of local, regional, national and other providers of wireless solutions, and other risks detailed from time to time in I.D. Systems' filings with the Securities and Exchange Commission, including its annual report on Form 10-K for the year ended December 31, 2010. These risks could cause actual results to differ materially from those expressed in any forward looking statements made by, or on behalf of, I.D. Systems. I.D. Systems assumes no obligation to update the information contained in this press release, and expressly disclaims any obligation to do so, whether as a result of new information, future events or otherwise.

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Source: I.D. Systems, Inc.