

X-431 Diagun Presentation

(For sales staff)

LAUNCH

Content

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1 Product

X431 Diagun
Kit 1



X431 Diagun
Kit 2



1 Product

X-431 Diagun is a specially designed diagnostic tool for automotive technicians from Launch.

- Compact main unit, light and easy to carry, work any where any time.



- Touch screen operation, more convenient and flexible.



1 Product

X-431 Diagon is a specially designed diagnostic tool for automotive technicians from Launch.

- 4.3 inch high luminance, high resolution color touch screen
- Higher resolution, higher luminance (2 X of X431)
- Bluetooth technology, wireless communication & Cable communication support



1 Product

X-431 Diagun is a specially designed diagnostic tool for automotive technicians from Launch.

- **Windows CE operation system**
- **Fully inherited diagnostic functions from X431. Capable of nearly all domestic vehicle makes and Asian, European, American vehicle makes.**
- **Universal 16PIN connector (Patent applied)**
Combined functions of diagnostic smart box, all 16PIN connectors and CAN into one connector.



1 Product

X-431 Diagon is a specially designed diagnostic tool for automotive technicians from Launch.

➤ 1530mAh Rechargeable battery, 2-6 hours operation

➤ 1G memory SD card



➤ Test two vehicle at the same time








(Patent applied)

1 Product

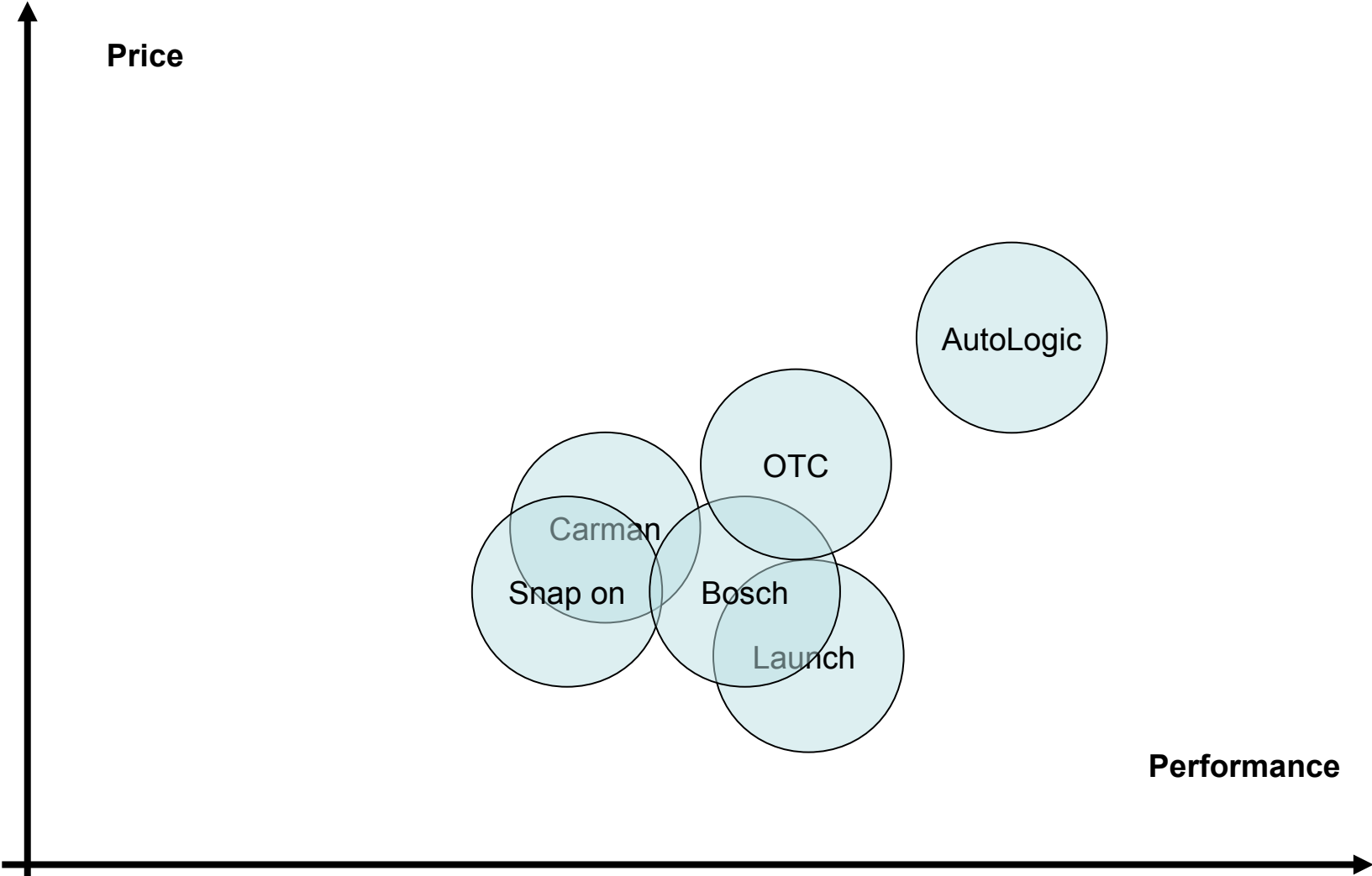
SWOT

| | |
|---|---|
| Strength Size Price High resolution Blue tooth and cable Powerful diagnostic function Two vehicle comparaion | Weakness No experiance in sales No experiance in service No experiance dealership Different customer group Information to fix car |
| Opportunities Best price / performance ratio Work shops Each technician DIY | Threats Variation in quality New product not tested by customer Lack of communication |

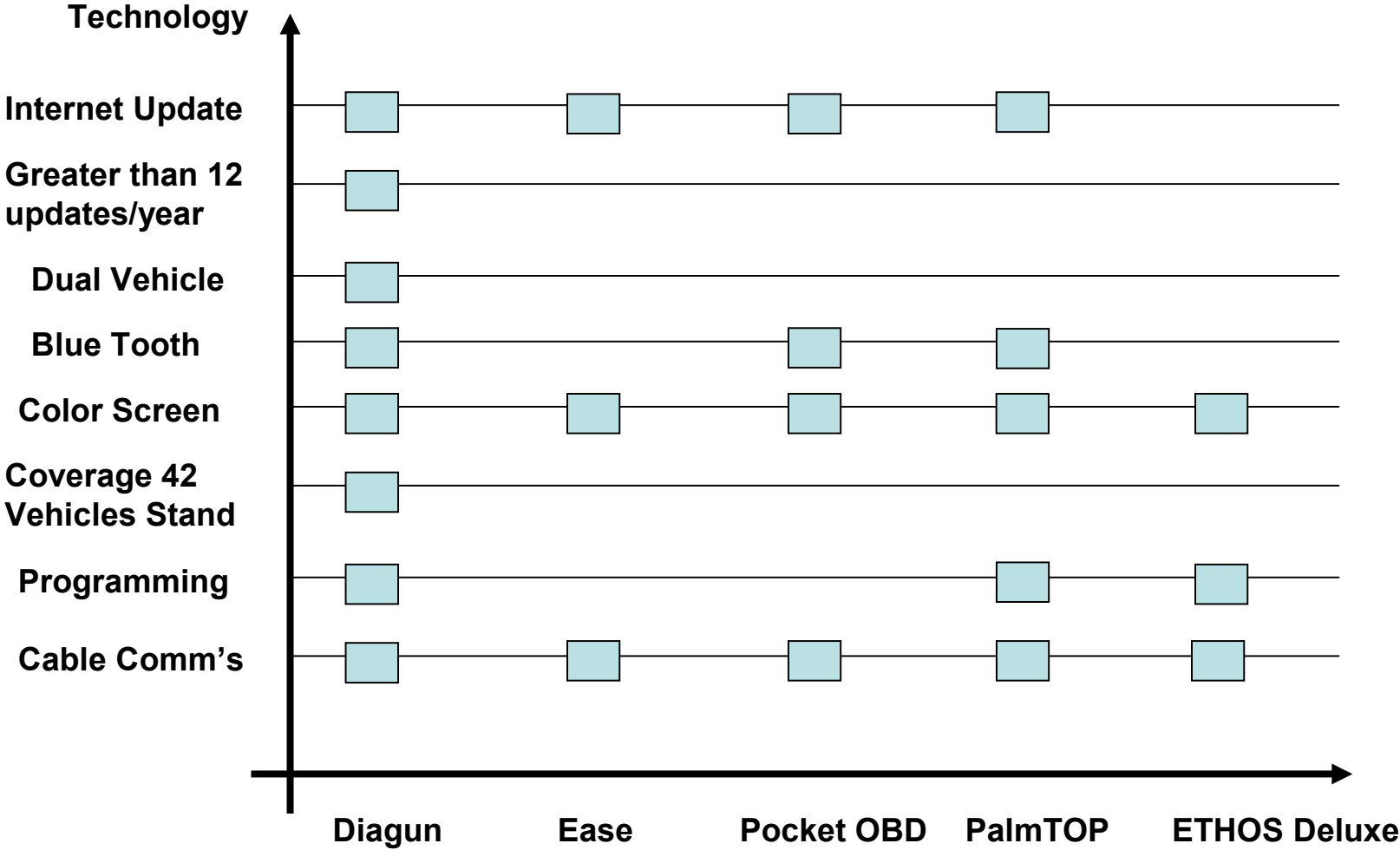
2 Competition

| Brand | Launch | AUTOLOGIC | EASE | TEXA | Snap On |
|-----------------|--|---|--|--|--|
| Model | X-431 Diagon  | Pocket OBD  | EASE  | AXONE PALMTOP  | ETHOS Deluxe Platform  |
| Features | <ul style="list-style-type: none"> ✓Light and easy to carry ✓4.3 Color touch screen ✓Fully inherited function from X431 ✓Dual Vehicle scanning ✓Bluetooth and cable support | <ul style="list-style-type: none"> ✓Colorful screen ✓Works on all makes and models of 1996 and newer OBD II vehicles ✓All protocols (CAN, KWP, ISO,VPW, PWM) supported ✓Bluetooth Wireless option | <ul style="list-style-type: none"> ✓OBD II diagnostic data from1996 ✓View live data in grid, graph ✓Compact size and long battery life ✓PDA platform | <ul style="list-style-type: none"> ✓Processor: Intel X-Scale PXA270 520 MHz ✓SDRAM: 128 Mbytes ✓Operating system: Windows CE 5.0 ✓Pocket-sized display : TFT LCD, 240x320 pixels, 3.5 inches ✓Dimensions: 91.6 x 145.2 x 30.5 mm; Weight: 280 g | <ul style="list-style-type: none"> ✓Communicates with all 1996 and newer OBD vehicles ✓4.7' Monochrome display ✓Save and restore data ✓Graphs 4 parameters |

2 Competition



3 Segmentation



4 Positioning

Target customer

Independent workshop or Mechanic

Portable scanner with PDA



5 Pricing

Different software configuration available

- ✓ Regional 8+1
- ✓ Regional 14+1
- ✓ Full software configuration (Depends on the region, at least 36 vehicle make totally)

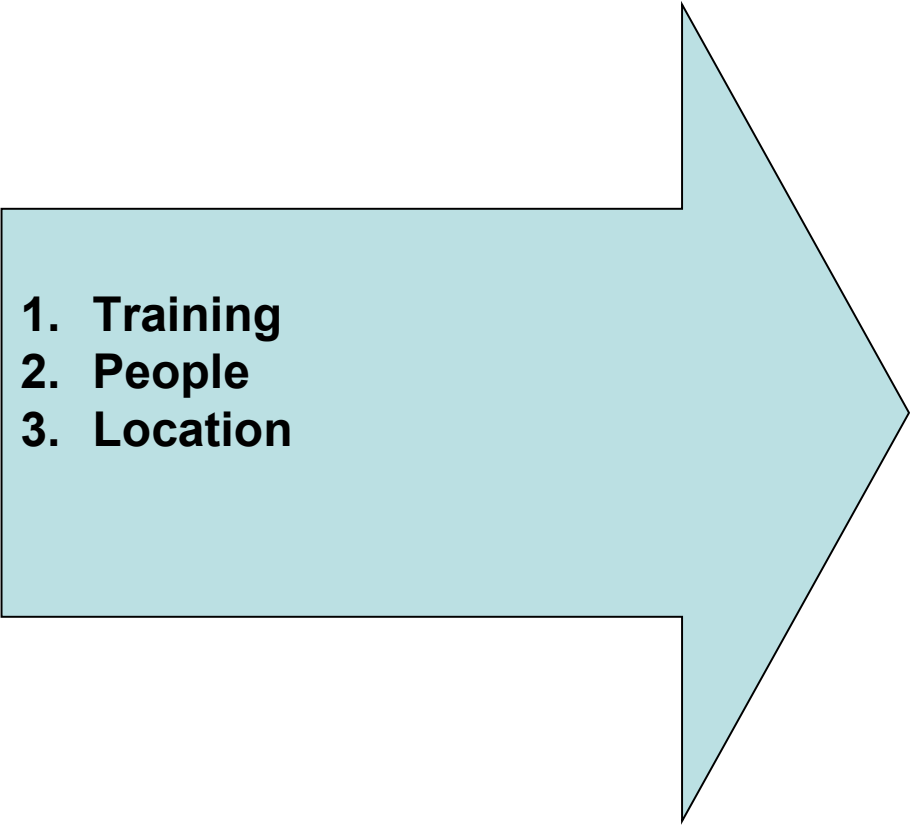
6 Product Package

Qualified Documentation

Qualified Production Team

Qualified Sales Team

Qualified Service Team



6 Product Package

Qualified Documentation

Web Page Update and information



6 Product Package

Qualified Documentation

- ✓ X-431 Diagon User's Manual
- ✓ X-431 Diagon Sales Manual
- ✓ X-431 Diagon Sales Video
- ✓ X-431 Diagon Leaflet
- ✓ X-431 Diagon Training Manual

6 Product Package

Qualified Production Team

LAUNCH Software Division

Qualified Sales Team

- Understand & operate the product
- Understand the customers needs
- Can sell & service the product
- Have knowledge of competitors

| Asia Sales Team | Europe Sales Team | American Sales Team |
|-----------------|-------------------|---------------------|
| Japan | Germany | US |
| Korea | France | Canada |
| Mena | Spain | Mexico |
| Malaysia | Russia | Brazil |
| Australia | Poland | Latin America |
| South Africa | UK | |
| Philippines | | |

6 Product Package

SWOT

| | |
|---|--|
| Strength Very competitive Products Qualified Sales Qualified Service Qualified Support from HQ | Weakness Documentation and personel skills must be permanetly updated |
| Opportunities Happy customers Happy dealer New product | Threats Changes of developing and design will directly impact the quality of the product |

7 Advertising

Only supported by Division with:

Press release

Leaflet

Pictures

Product package

Web page

Download area

Thanks