cobra

Your Guardian on the Road
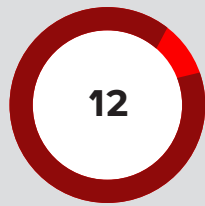Cobra Assist | Cobra Plus
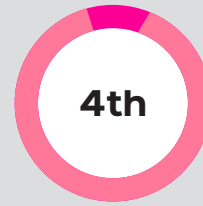
Road Accidents In Malaysia*
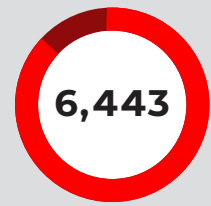
|			
1,999	**12**	**4th**	**6,443**
road accidents	deaths in a day	largest cause of deaths in Malaysia	deaths recorded in 2023

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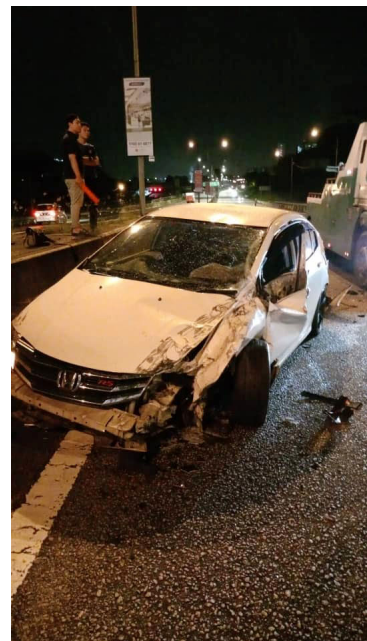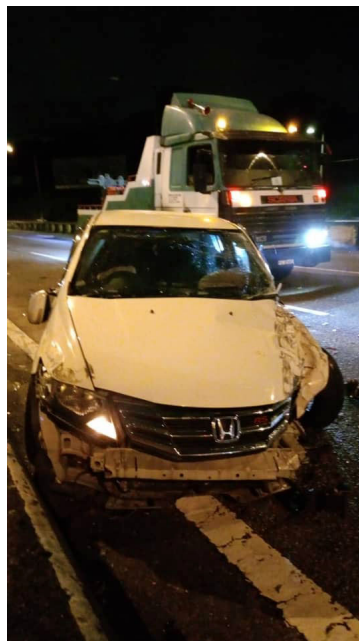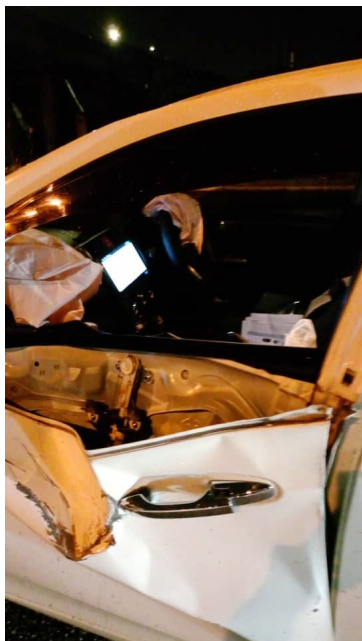
Addressing these behaviors is crucial to improving road safety and reducing accidents across the country.

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 consists of a wire-free Bluetooth device paired with an intelligent crash detection app.

It automatically detects crashes and alerts our 24/7 Secure Operations Centre (SOC) to initiate an immediate emergency response. The device also features a built-in SOS button, allowing drivers to request manual assistance for medical or roadside emergencies at the touch of a button.

Key Function Benefits

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

Automatic Crash Response (ACR)

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 SOS

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.
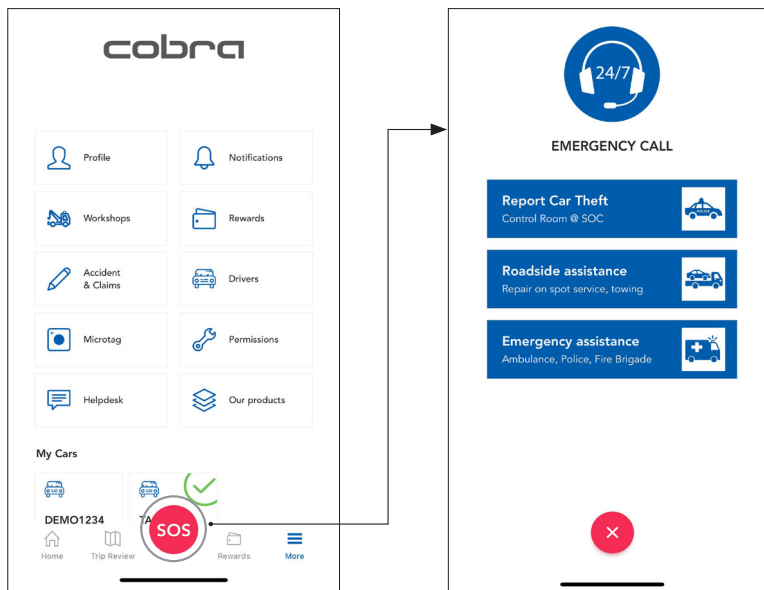
Speeding & Distraction

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 Report

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

DriveJetX App

Automatic Crash Response (ACR)

Manual SOS - emergency and roadside assistance.

Safe driving alert On/Off – smartphone distraction & speeding.

Add drivers - Add as many drivers for emergency response and roadside assistance 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.

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.
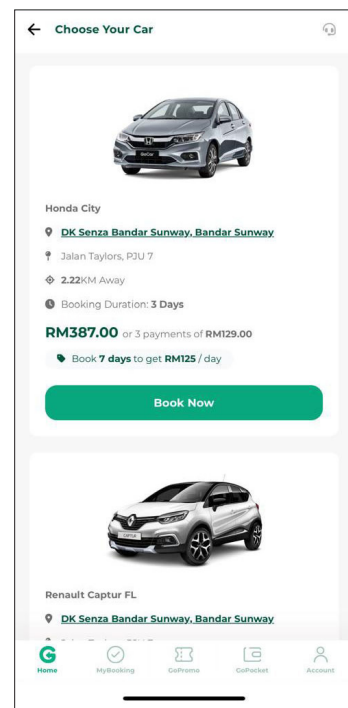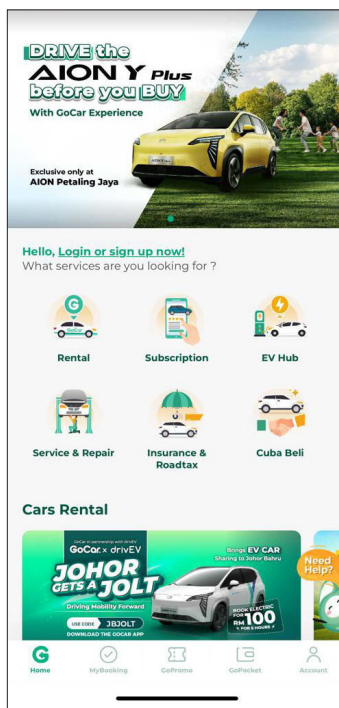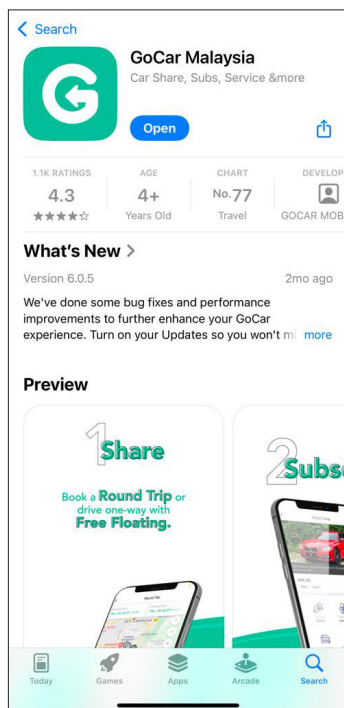
Cobra Plus

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 device guarantees efficient vehicle recovery in the unfortunate event of theft.

Cobra SPD
Self-powered device

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

Cobra Assist Rewards Program

Get rewarded for driving safely - every month!

As a Cobra Assist / Cobra Plus customer, you'll earn points monthly that can be redeemed for **cash vouchers** or **Cobra product discounts**. No extra cost - it's included with your purchase!

For Cobra Assist customers:

How it Works

Item	Details
Purchase Price	RM420
Total Reward Value	RM60/year
Monthly Reward	RM5/month = **500 points/month**
Total Points Per Year	**6,000 points**
Conversion Rate	RM1 = 100 points

Redemption Options

Option	Description	Points/Month	Max/Year
Touch 'n Go Vouchers	RM5 per voucher	500 pts	12 vouchers
Cobra/Dealer Discount	10% off any Cobra product/service	1,000 pts	6 vouchers

Example Summary

✔ RM420 purchase → RM60 in annual rewards
✔ Earn **500 points monthly**

✔ Redeem for:
- 12x Touch 'n Go Vouchers (RM5 each)
- 6x Cobra/Dealer 10% Discount Vouchers

For Cobra Plus customers:

How it Works

Item	Details
Purchase Price	RM990
Total Reward Value	RM144/year
Monthly Reward	**RM12/month = 1200 points/month**
Total Points Per Year	**14,400 points**
Conversion Rate	RM1 = 100 points

Redemption Options

Option	Description	Points/Month	Max/Year
Touch 'n Go Vouchers	RM12 per voucher	1,200 pts	12 vouchers
Cobra/Dealer Discount	20% off any Cobra/Dealer's product or service	2,400 pts	6 vouchers

Example Summary

✔ RM990 purchase → RM144 in annual rewards
✔ Earn **1,200 points monthly**

✔ Redeem for:
- 12x Touch 'n Go Vouchers (RM12 each)
- 6x Cobra/Dealer 20% Discount Vouchers

Terms & Conditions for Voucher Redemption

1. **One voucher per transaction** - Only one voucher can be used at a time.

2. **Minimum spend of RM100** - Vouchers are valid with a minimum purchase of RM100.

3. **All points can be carried forward** - Unused points will accumulate and can be redeemed later.

4. **Redemption code is generated via the mobile app** - All voucher redemptions must be done through the My DriveJetX App.

5. **Non-exchangeable for cash** - Vouchers are not refundable or redeemable for cash.

6. **Valid for selected products/services only** - Cobra/Dealer vouchers apply to participating products and services. Terms may vary by dealer.

7. **Vouchers are non-transferable** - Points and vouchers are tied to the registered user and cannot be transferred to another account.

8. **Expiry period** - Vouchers must be used within 12 months of issuance (unless stated otherwise).

Cobra Assist | Cobra Plus 🤝

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 Cobra Plus, the Police force for fast & efficient stolen vehicle recovery intervention.

ITEM	Cobra Assist	Cobra Plus
Microtag self-powered device + DriveJetX app	Yes	Yes
Wire-free self-powered device (SPD)		Yes - with 3 telco roaming SIM, IP54 Default once a day wake up to check for theft - 2 years battery life Set up via web portal or by calling SOC: 1,2 or 3 times a day wake up Motion sensor continuous On/Off Tracking mode upon declaring theft - 2 weeks battery life Battery type: CR123A x 2
Automatic Crash Response	Yes	Yes
Manual SOS	Yes	Yes
Unlimited Towing	Yes	Yes
Repair on-site - Up to RM100 free labour for repair on site services (Battery, Tyre, Fuel delivery)	Yes	Yes
Courtesy Car - Up to RM1,500/year with GoCar	Yes	Yes
Multiple Drivers	Yes	Yes
Speeding & Distraction	Yes	Yes
Crash Recontruction Report	Yes	Yes
Anti-theft		Stolen vehicle tracking & recovery by 24/7 SOC
Mobile App	DriveJetX	DriveJetX with SPD features
Retail Price with 1st year service included	**RM420**	**RM990**
Renewal fee (Year 2 onwards)	**RM180**	**RM240**

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 Automatic Crash Response work?**
  Automatic Crash Response 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 SOS?**
  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 Cobra 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 DriveJetX 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 Cobra Plus, it comes with a wire-free, Self-Powered Device (SPD) which maybe the only solution to recover your vehicle if it's stolen. Our state-of-the-art, SPD guarantees efficient vehicle recovery in the unfortunate event of theft.

- **How do I stay connected with my vehicle using the mobile app?**
  DriveJetX 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.

- **Is there a rewards program for Cobra Assist and Cobra Plus?**
  Yes. Both Cobra Assist and Cobra Plus come with an exclusive rewards program that lets you earn monthly points for safe driving. These points can be redeemed for Touch 'n Go vouchers or discounts on Cobra products and services. The program is automatically included with your purchase, and redemption is managed via the DriveJetX mobile app. Terms and conditions apply.

Cobra Assist | Cobra Plus 🤝

- **How do I earn reward points?**
  Points are awarded automatically each month based on active usage and safe driving:
  Cobra Assist: 500 points/month (6,000 points/year)
  Cobra Plus: 1,200 points/month (14,400 points/year)

- **Can I use more than one voucher at a time?**
  No. Only one voucher can be used per transaction, and a minimum spend of RM100 is required.

- **Do my points expire?**
  No. All unused points can be carried forward as long as your subscription is active.

- **How long are vouchers valid?**
  Vouchers are valid for 12 months from the date of issuance, unless otherwise stated.

- **Can I exchange my voucher for cash?**
  No. Vouchers are not exchangeable for cash and cannot be transferred to another user.

- **Are all Cobra products and services eligible for discount?**
  Discounts apply only to participating Cobra products and services, and may vary by dealer.

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

- **Why choose Cobra Plus?**
  Cobra Plus is designed for vehicle owners concerned about vehicle theft. If a vehicle is stolen, the Cobra 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?**
  Tracking is only available via DriveJetX mobile app. You can track your vehicle in real-time while it's moving, however if it's parked, only the last parked location will be displayed.

- **How does the Cobra Plus anti-theft system work?**
  In the event of vehicle theft, Cobra Plus uses a wire-free Self-Powered Device (SPD) 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 SPD 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 SPD 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.

cobra

Sign Up for Cobra Assist or Cobra Plus Today!

Cobra Auto (M) Sdn Berhad

Cobra Security Electronics

Authorised dealers