



FOR IMMEDIATE RELEASE

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I.D. Systems Wins Service Contract from Ford

Hackensack, NJ, April 5, 2004 —

I.D. Systems, Inc. (NASDAQ: IDSY), a leader in wireless asset tracking and management solutions, today announced that it has received an order from Ford Motor Company (NYSE: F) to provide enterprise-wide, comprehensive support and maintenance for I.D. Systems' Industrial Vehicle Electronic Control System (IVECS). I.D. Systems and Ford are currently implementing an enterprise wide IVECS product roll out at Ford manufacturing facilities throughout North America. The comprehensive support and maintenance program covers all facilities involved in the roll out and will accommodate future plants as additional equipment orders are placed. Specific financial terms were not disclosed.

"This customer service contract not only reflects our continued success with Ford, it represents a key milestone for I.D. Systems in establishing a model for enterprise-wide deployment of our wireless fleet management solutions," said Rick Muntz, I.D. Systems' executive vice president of sales, marketing, and customer satisfaction. "This transaction establishes centralized system monitoring and maintenance staffed by I.D. Systems personnel. For Ford, it provides a centralized data collection, review and management tool to afford maximum efficiency, safety and savings in their utilization of industrial vehicles."

I.D. Systems' chairman and CEO Jeffrey Jagid added that "ongoing maintenance and support contracts are fundamental to our strategic plan to generate a more predictable stream of recurring revenue, and we are gratified to win this contract from Ford. We view Ford's experience and aggressive approach in advancing their operational processes with IVECS as a proof statement for other prospective customers to follow. This is the path we are pursuing and hope to replicate with many other Fortune 500 and government customers."

About IVECS

The IVECS system enhances safety, security, and maintenance for forklifts and other industrial equipment. The system improves safety and security by restricting vehicle access to trained (as required by OSHA) and authorized operators, providing electronic safety inspection checklists, and electronically recording accidents. The system can reduce maintenance expenses by automatically uploading vehicle data, reporting problems identified on checklists in real time, scheduling maintenance according to actual vehicle usage rather than on a calendar basis, and helping management determine the optimal economic time to replace equipment.

About I.D. Systems

Based in Hackensack, New Jersey, I.D. Systems, Inc. is a leading provider of wireless solutions for corporate asset management. I.D. Systems' customers include 3M Company, American Axle, Archer Daniels Midland, Daimler Chrysler, Deere & Co., Ford Motor Company, General Dynamics, Hallmark Cards, Northrop Grumman, Target Corporation, Walgreen Co., the U.S. Navy, the U.S. Postal Service, and the U.S. Transportation Security Administration, among others.. Using

local area networks, wide area networks, and the Internet, the company's systems enable management to control and track the location and status of their assets — from forklifts and cranes to automobiles and trucks — in real time. For more information on I.D. Systems, Inc., visit www.id-systems.com.

“Safe Harbor” statement under the Private Securities Litigation Reform Act of 1995: This press release contains forward looking statements that are subject to risk and uncertainties, including, but not limited to, the impact of competitive products, product demand and market acceptance risks, fluctuations in operating results and other risks detailed from time to time in I.D. Systems' filings with the Securities and Exchange Commission. These risks could cause I.D. Systems' actual results for the current fiscal year and beyond to differ materially from those expressed in any forward looking statements made by, or behalf of, I.D. Systems.

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