



FOR IMMEDIATE RELEASE

CONTACTS:

For Financial Press

Ned Mavrommatis
Chief Financial Officer
ned@id-systems.com

For Trade Press

Greg Smith
Director of Marketing
gsmith@id-systems.com

General Phone: 201-996-9000. General Fax: 201-996-9144

I.D. Systems Receives Additional Order from Ford for Wireless Industrial Vehicle Management Systems

Hackensack, NJ, November 8, 2004 —

I.D. Systems, Inc. (NASDAQ: IDSY) today announced that it has received an additional order from Ford Motor Company (NYSE: F) to provide industrial vehicle electronic control systems (IVECS) for Ford's material handling equipment. This is the third follow-on order received by I.D. Systems to supplement Ford's previous enterprise-wide order for IVECS technology. The new units will be used to expand IVECS deployment at Ford power train plants.

"This new order again demonstrates our strong relationship with Ford and the continued success of the IVECS program for industrial vehicle safety improvements and maintenance cost reductions," said Rick Muntz, I.D. Systems' executive vice president of sales, marketing, and customer satisfaction. "Clearly, Ford is continuing to see very positive results from our patented wireless system, and we are very gratified by the continued growth of our business with this key customer. We look forward to expanding our efforts to repeat this kind of success with many other customers."

About IVECS

The IVECS system is designed to enhance safety, security, and maintenance for forklifts and other industrial equipment. The system is designed to improve safety and security by restricting vehicle access to trained, authorized operators (as required by OSHA) and by providing electronic safety inspection checklists. 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 to differ materially from those expressed in any forward looking statements made by, or on behalf of, I.D. Systems.

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