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(54) **Title**: MOBILE DEVICE APPLICATION FOR COMMUNICATING WITH VEHICLES

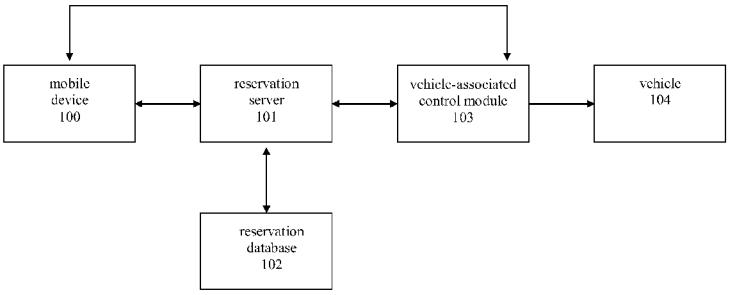


FIGURE 1

(57) **Abstract**: Methods, systems, and devices for reserving a reservable asset using a mobile device. A mobile device communicates directly with a vehicle-associated control module or through a reservation server using either a TCP/IP communications channel or near-field communications. A member enters a request using the user interface provided by the mobile- device application. The identity of the member is validated the vehicle-associated control module executes the request by sending a signal to a computer or sensor in the vehicle through the vehicle wiring or the vehicle CANbus. The request can be a function, such as unlocking the vehicle doors, illuminating the interior or exterior lights, honking the horn, or activating a panic alarm.

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