

Dear Reader,

Recently I have received a large number of inquiries and interest in regards to Vehicle Telemetry and the direct benefits mid to large size business can expect to see.

Based on operations which rely on fleets of vehicles and drivers to generate revenue and keep customers happy, I compiled a top 5 list of benefits that any service operations can expect.

With an M-LINX™ Vehicle Telemetry (VT) solution, maintaining a lean and mean, servicing team has never been easier!

Although there are significantly more benefits of a Vehicle Telemetry solution, the following tend to be the most prevalent:

1. **Reduced Costs** – By educating and improving driver behaviour, service operations can realize savings in fuel consumption, idle reduction and extended vehicle service life. By interfacing directly with the vehicles On-Board computer, proactive notification can eliminate unexpected down-time. This keeps your fleet running and generating revenue.
2. **Measurable ROI** – Operations running an M-LINX™ VT solution can expect to save a conservative 15-20% in fuel costs and 12% reduction in emergency fleet maintenance and repairs due to improper maintenance.
3. **Reduced Emissions** – Promote and demonstrate how your operation is going 'Green'. Reductions in CO₂ benefit the planet while saving you money. In a recent publication, consumers are making buying decisions and selecting companies which promote environmental responsibility and a sustainable operation.
4. **Attract and Retain Responsible Drivers** – By promoting your operations as a responsible and sustainable business, drivers and service personnel which share the same values will be attracted and retained. Rewarding responsible behaviour will help keep you employees motivated, focused and customer driven.
5. **Theft & Abuse Prevention** – The M-LINX™ VT solution keeps an eye out on your vehicles even when parked or left unattended. In the event of theft, the system significantly aids in vehicle recovery. If after hour use is leaving you exposed having the ability to set up a geofence and notify when activity occurs outside of normal service hours will provide you with key data.



Want to discuss the other benefits of our Vehicle Telemetry solution and how it can transform your service operation? Contact me for a no obligation review.

As always, I look forward to how we can transform your fleet operations!

Sincerely,

Mike Macaro

mmacaro@mobilecom.com

Director, Business Development

www.mobilecom.com

