



GPS Track USA

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IMPROVING YOUR BOTTOM LINE

Companies utilizing a fleet management system can significantly reduce costs.

Growing service areas, rising oil costs, poor driving behaviors - the reasons your fleet's fuel expenses may increase are many and varied. But if you find your vehicles spending too much time (and money) at the pump and not enough on the road, a wireless fleet management system may help you lower fuel costs and operate your entire fleet more efficiently. Companies utilizing a fleet management system to monitor fuel consumption, idle time, and other engine diagnostics can significantly cut their annual fuel costs. With **GPS Track USA**, you can control costs even further - in virtually every area of your fleet operations - while improving vehicle performance and driver safety.

TAKING COMPANY WIDE APPROACH TO LOWERING FUEL COSTS

Fuel costs often represent one of the largest line items in an organization's budget. Fleet managers work long and hard to keep those costs in check, but unless improving fuel efficiency becomes a company-wide effort, any cost savings are likely to be minimal at best...and that's the advantage of having a GPS vehicle tracking system. It gives everyone in the organization - from managers to dispatchers to drivers in the field - the information and tools they need to help improve fuel efficiency and cut costs.

GPS Track USA offers many tools and resources to help lower fuel costs, including:

- GPS tracking to monitor idling, speed, and other vehicle performance metrics that affect fuel consumption
- Automatic alerts that identify when vehicles are malfunctioning or out of compliance with established company policies
- Customizable reports, available in summary and detailed formats, that track every aspect of fuel usage over the short and long term
- Diagnostic tools and preventative maintenance alerts to help keep engines running efficiently and increase fuel performance
- Sophisticated mapping technologies to help dispatchers route drivers more efficiently and reduce overall driving distances

Continually monitoring vehicle and driver behavior also helps to *establish employee accountability*. They understand what's expected of them and know they'll be held accountable for performance. Integrating vehicle tracking systems with your existing policies and guidelines for fuel usage and driver expectations can help *decrease fuel costs and improve overall fleet productivity*.

FIVE STEPS TO IMPROVE YOUR BOTTOM LINE

Comprehensive fleet management systems like **GPS Track USA** provide a wealth of data about your vehicles - but *it's what you do with the data that makes the difference*. The following five steps outline how you can turn fleet performance data into informed management decisions that help lower fuel costs and drive new levels of efficiency.

1. IDLE TIME REDUCTION

Getting employee buy in to lowering vehicle idle time can help you save money on fuel while reducing your overall environmental footprint. Many companies establish bonus plans to encourage the employees' awareness of this important cost saving function.

Excessive idle time is one of the leading causes of fuel waste, with heavy-duty vehicles burning up to .8 gallons of fuel per hour, and light-duty vehicles up to .5 gallons. A fleet management system like **GPS Track USA** offers several tools for reducing individual vehicle and fleet idle time. These include real-time alert notifications and reports that help you understand your fleet's idling patterns and take steps to improve them. As an example:

- *Idle Time Alert* - automatically notify managers when any vehicle in your fleet idles over a designated period of time.
- *Idle Time Alert Reports* - provide a summary of all idle time alerts that were triggered over a given time period, helping you determine which vehicles are driving up costs through excessive idling.
- *Idle Time Reports* - provide a big-picture overview of your fleet's idling performance - by vehicle or group of vehicles - over a designated time period. Analyzing idling trends over time makes it easy to identify potential areas for improvement.

Unnecessary idling can also damage engine components and emit more greenhouse emissions. Lowering vehicle idle time can help you save money on fuel while reducing your overall environmental footprint.

When you consider the hours of idling increasing engine run time between maintenance inspections there is a hidden cost factor in direct proportion of the idle time to overall run time.

2. SPEED REDUCTION

According to the U.S. Department of Energy, aggressive driving - including speeding - can lower highway fuel mileage by as much as 33 percent and city mileage by five percent. Monitoring vehicle speed at all times provides the data you need to hold drivers accountable and coach them on slower, safer driving habits. **GPS Track USA** offers comprehensive speed alert and reporting features, with multiple options and parameters to choose from:

- *Speeding Alerts* - automatically alert managers when a vehicle exceeds a given speed. The ability to set speeding thresholds by vehicle, location, and other parameters provides flexibility in monitoring and managing driver behavior.
- *Speed Reports* - list all violations over pre-determined thresholds for a quick snapshot of frequent violators, including when and where the violations occur. Flexible reporting features make it easy to compare month-to-month results to identify strategies for improvement.

The U.S. Department of Energy also states that fuel efficiency rapidly decreases at speeds above 50 mph. Every 5 mph over 50 mph is like paying an additional \$0.25 per gallon for gas. This means that driving 70 mph - a common speed on many freeways - is like adding \$1 a gallon to the cost of the gas your vehicle consumes. Driving slower will save money, and it's safer, too.

3. REDUCTION OF UNAUTHORIZED VEHICLE USE

Most businesses have policies to minimize unauthorized personal use of company vehicles; but when employees know they aren't being monitored, they will bend and often break the rules. You can reduce or eliminate unauthorized use by automatically tracking the location of every vehicle in your fleet, 24/7. With a telematics fleet management solution like **GPS Track USA** you can verify daily routes and vehicle stops, check on odd-hours movement, and monitor other driver behaviors that may indicate unauthorized personal use, such as fuel purchases at odd hours.

To help guard against unauthorized vehicle usage, **GPS Track USA** provides several alerts and reports:

- *Odd-Hours Use and Geofence Alerts* - automatically alert managers when vehicles are being used during preset time frames, and when vehicles enter or exit prohibited areas.
- *Geofence Violation Report* - review summary data to determine when vehicles entered or exited an unauthorized area. Managers can use the data to remind drivers of company policies regarding personal vehicle use.
- *Begin/End-of-Day Report* - analyze the starting and ending location of every vehicle in your fleet to identify and coach drivers who continually violate personal-use policies.

4. IMPROVE ROUTING EFFICIENCY

Improving vehicle dispatching and routing - even by a small percentage - can have a significant impact on fuel usage. Ultimately, lowering fuel costs is all about changing the behavior of your managers and drivers.

Improving vehicle dispatching and routing can have a significant impact on fuel usage. A wireless vehicle tracking system lets you *route more efficiently by knowing the location of your vehicles* and using sophisticated mapping technologies to determine the closest drivers and most efficient routes.

For example, with its GPS tracking features, **GPS Track USA** can automatically determine the closest vehicle to a given jobsite or any location on the map, and provide turn-by-turn directions to the selected destination. In addition, **GPS Track USA's** Garmin integration lets you communicate driving directions directly to the driver in the vehicle. It also features jobs management and dispatch capabilities, allowing you to schedule and organize job assignments for improved efficiency.

5. INCREASED PRODUCTIVITY / IMPROVED MORALE = BETTER CUSTOMER SERVICE

We call it the **"they know you know theorem"** when you create a culture of cost savings by:

- educating drivers about the importance of lowering fuel consumption,
- coach drivers to reduce idle time and drive slower, prevent unauthorized vehicle use, &
- reduce total miles driven through more efficient routing and dispatching.

However, when you increase productivity because of the natural tendency of employees who know they are being monitored to want to show you they can do better... then, when you couple this with your quality employees trusting you to weed out the poor producers.... you not only increase productivity, you improve morale, because everyone is doing a fair day's work for a fair day's pay. When you put all this in place you improve customer service.

*Who knew a little black box could do all that?
We did and that is why we want you to know this last benefit is PRICELESS.*