

2024 Fleet Technology Trends Report Europe



verizon^v
connect

Business owners trust fleet management technologies to build resilience and get results.

Technology consolidates its position as one of the best allies for businesses to obtain results and build resilience.

Inflation has been a constant concern for businesses as consumers' purchasing power has been reduced¹ and they have become more selective with their purchasing decisions. This has meant that businesses have had to offer a higher quality, more innovative and more customer-centric service than ever before.

On top of this, fluctuations in fuel prices have posed a major challenge to fleet operating costs and have required businesses to become more efficient on a day-to-day basis in order to maintain their efficiency and profitability, all whilst trying to preserve a healthy bottom line.

In the Fleet Technology Trends Report Survey conducted by ABI Research for Verizon Connect, results reveal that the number of fleets using GPS tracking technology in (2023) was **73%**, an increase of **3%** on the previous year, showing that the adoption and confidence in these solutions continues to grow.

The survey ultimately showed that GPS fleet tracking technology is key in helping to deliver results, and can help boost competitiveness and build resilience in the principal industries.

This report, based on the responses of a total of **1,538 European fleet managers**, executives and other mobile business professionals highlights the real value fleet operating businesses are achieving with fleet tracking technology.

Source 1: https://economy-finance.ec.europa.eu/economic-forecast-and-surveys/economic-forecasts/spring-2023-economic-forecast-improved-outlook-amid-persistent-challenges_en

Here are some of the key takeaways:

- Of the businesses in the top 5 industries we surveyed, **86%** realised a positive ROI in 12 months or less after implementing a GPS tracking solution.
- Productivity was seen to improve in **59%** of businesses surveyed, a critical area of any business and often a key strategic goal.
- Cost savings matter and fleet management technologies can help. **53%** of those that have implemented GPS fleet tracking have lowered their fuel consumption, **49%** have reduced accidents and **34%** have lowered labour costs.
- The benefits of smart technologies such as integrated video have been positively perceived, with **74%** of video solution adopters citing improved driver safety, **71%** seeing improved protection from false claims and **49%** reducing insurance costs.
- Adoption of electric vehicles remains slow across Europe, with **52%** of those surveyed claiming to still have not yet incorporated battery electric vehicles (BEVs) into their fleet.
- Sustainability remains a top priority for all, and with fleet tracking solutions in place, businesses were able to improve it and **47%** reduce their CO₂ emissions, helping their fleets become greener and more environmentally friendly.

76% of fleets using GPS fleet tracking software found it “very” or “extremely beneficial” to manage their fleets.

60% of survey respondents who have a GPS tracking solution stated that it is “very” or “extremely” beneficial in reducing your fleet costs.

The number of fleets using GPS tracking technology in 2023 was 73%, **an increase of 3% on the previous year**, showing that the adoption and confidence in these solutions continues to grow.

2023

73%

GPS tracking.

52%

Field service management (scheduling, dispatch, communication).

49%

In-cab video (including front facing and driver facing cameras).

49%

Asset/ trailer/ equipment tracking.

Fleet technology currently utilised by business size:

Small (1-49 vehicles)

65%

GPS tracking.

22%

Field service management (scheduling, dispatch, communication).

28%

In-cab video (including front facing and driver facing cameras).

27%

Asset/ trailer/ equipment tracking.

Medium (50-499 vehicles)

71%

GPS tracking.

55%

Field service management (scheduling, dispatch, communication).

50%

In-cab video (including front facing and driver facing cameras).

49%

Asset/ trailer/ equipment tracking.

Enterprise (+500 vehicles)

91%

GPS tracking.

69%

Field service management (scheduling, dispatch, communication).

74%

In-cab video (including front facing and driver facing cameras).

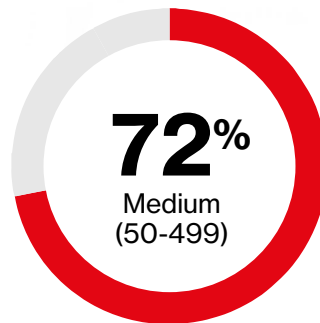
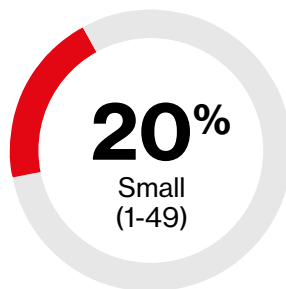
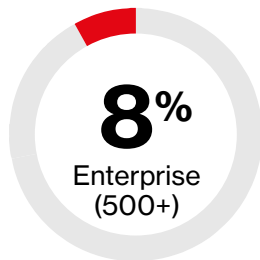
76%

Asset/ trailer/ equipment tracking.

Industry spotlight

Top 5 industries that use fleet management technology in their daily business.

■ Services



72%

GPS tracking.

45%

In-cab video.

49%

Asset/ trailer/
equipment tracking.

49%

Field service
management.

Industry spotlight

■ Construction



66%
Medium
(50-499)

12%
Enterprise
(500+)

22%
Small
(1-49)

74%

GPS tracking.

45%

In-cab video.

47%

Asset/ trailer/
equipment tracking.

50%

Field service
management.

■ General Freight



3%
Small
(1-49)

12%
Enterprise
(500+)

85%
Medium
(50-499)

70%

GPS tracking.

55%

In-cab video.

49%

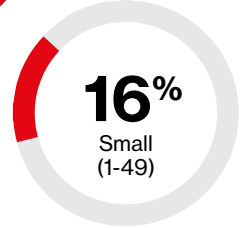
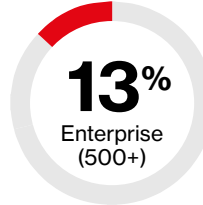
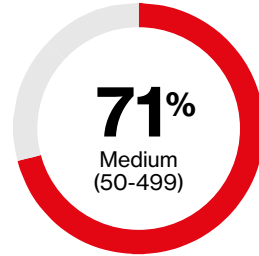
Asset/ trailer/
equipment tracking.

55%

Field service
management.

Industry spotlight

■ Government



68%

GPS tracking.

52%

In-cab video.

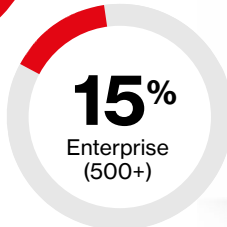
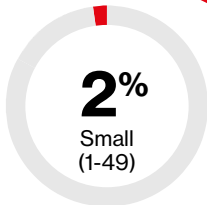
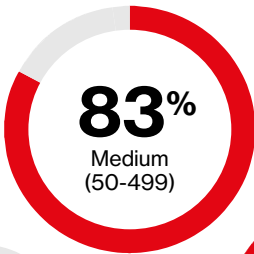
40%

Asset/ trailer/
equipment tracking.

53%

Field service
management.

■ Passenger Transportation



75%

GPS tracking.

56%

In-cab video.

52%

Asset/ trailer/
equipment tracking.

56%

Field service
management.



Sarah Armstrong
Roundhay Park, Leeds.
35 mins stopped

2:15pm

How fleet tracking technology helps to **exceed** customer expectations.

Fleet technology trends survey key takeaways:

76%

of fleets using GPS fleet tracking software found it “very” or “extremely beneficial” to manage their fleets.

60%

of survey respondents who have a GPS tracking solution stated that it is “very” or “extremely” beneficial in reducing your fleet costs.

47%

achieved a positive ROI within 7 to 12 months.

69%

rated increased costs as a top challenge in daily fleet operations.

71%

of video solution adopters have improved protection from false claims.

73%

of companies that implemented asset tracking have seen improvement in utilisation.



GPS tracking is, for the third year in a row, **the top fleet management technology most utilised in Europe.**

GPS fleet tracking respondents reported:

58%

improved customer service.

59%

have improved productivity.

53%

of those implementing GPS fleet tracking have lowered their fuel consumption.

49%

have reduced accidents.

Businesses **protect their team and customers** while building resilience.

Businesses are tackling the current global economic situation characterised by inflation.

It is forecasted to reduce in Europe through 2024 from **6.7%** to **3.1%** however many challenges continue to push businesses to remain both resilient and profitable.¹

In this scenario where uncertainty battles with the expectation of growth for many businesses, fleet management technologies remain critical in helping to build up the necessary resilience these businesses need, whilst helping to boost efficiency and reduce overall fleet operating costs.

Source 1: https://economy-finance.ec.europa.eu/economic-forecast-and-surveys/economic-forecasts/spring-2023-economic-forecast-improved-outlook-amid-persistent-challenges_en

Businesses take action:

61%

Set up processes to check for safety and security of employees and vehicles.

62%

Invest in a system that helps track vehicle data.

54%

Focus on plugging cost leakages because of inefficient routes, fuel overuse, unsafe driving habits.

43%

Monitor employee and vehicle hours closely.

57%

Use fleet management technology to improve efficiency on daily operations.

21%

Maintain current initiatives.

24%

Ramp up current initiatives.

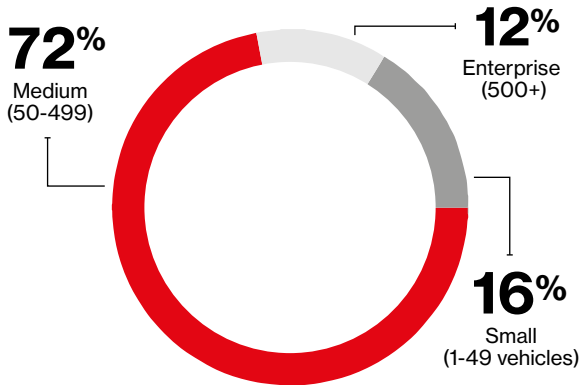
45%

Extend current car leasing/renting contracts.



Who responded to the survey?

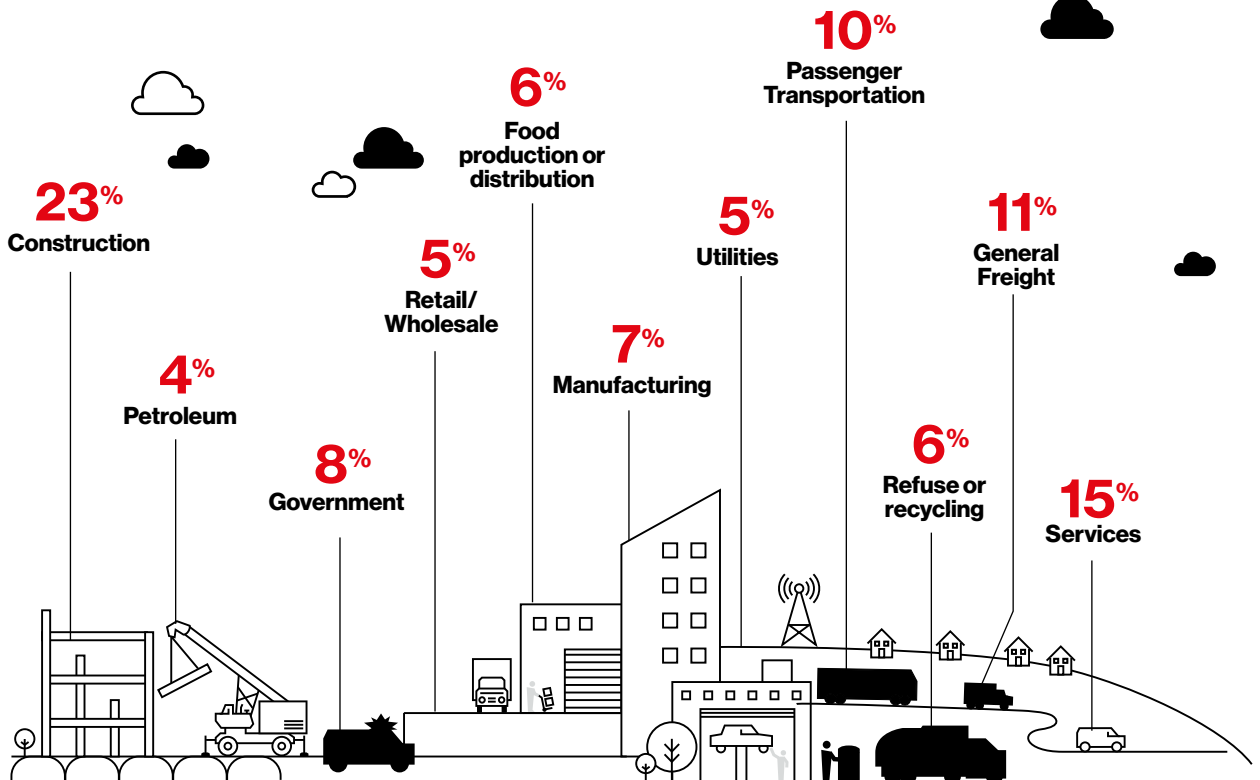
Respondents by fleet size:



Respondents by job function:

Fleet Manager	29%
Finance	32%
Risk/Safety	21%
Management	11%
Executive	7%

Respondents by industry:



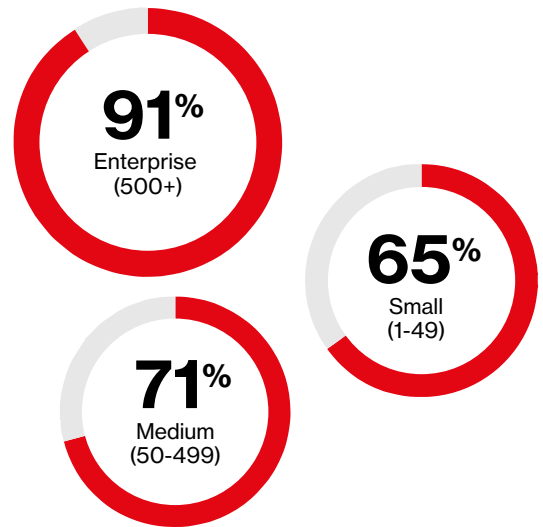
Who uses fleet management systems?

Overall, **73%** of all 2023 respondents in Europe use GPS fleet tracking software.






The average fleet size of all survey respondents was **148**; these fleets are composed of the following vehicle types:

Cars	45
Light-duty trucks (vans)	30
Medium-duty trucks	29
Heavy-duty trucks	23
Off-road equipment	11
Trailers	10

Use of GPS fleet tracking by business size in Europe:



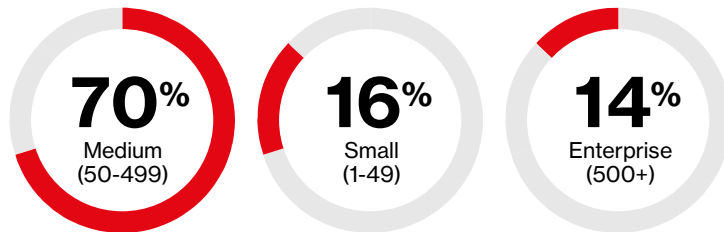
Use of fleet technologies by industry:

Construction	General Freight	Government	Services	Passenger Transportation
				
GPS tracking: 74%	GPS tracking: 70%	GPS tracking: 68%	GPS tracking: 72%	GPS tracking: 75%
In-cab video: 45%	In-cab video: 55%	In-cab video: 52%	In-cab video: 45%	In-cab video: 56%
Asset/ trailer/ equipment tracking: 47%	Asset/ trailer/ equipment tracking: 49%	Asset/ trailer/ equipment tracking: 40%	Asset/ trailer/ equipment tracking: 49%	Asset/ trailer/ equipment tracking: 52%
Field service management: 50%	Field service management: 55%	Field service management: 53%	Field service management: 49%	Field service management: 56%

Who uses fleet management systems country by country?

■ Portugal

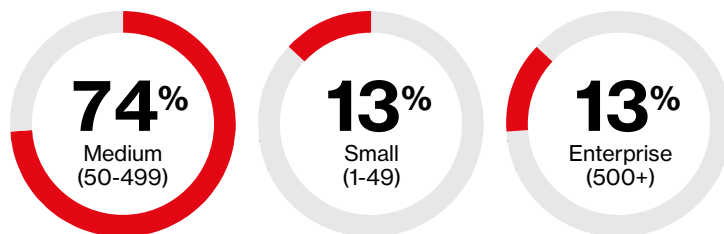
The average fleet size for all Portuguese respondents in this survey was **137 vehicles**.



Cars	43	Heavy-duty trucks	19
Light-duty trucks (vans)	29	Off-road equipment	9
Medium-duty trucks	28	Trailers	9

■ Spain

The average fleet size for all Spanish respondents in this survey was **160 vehicles**.

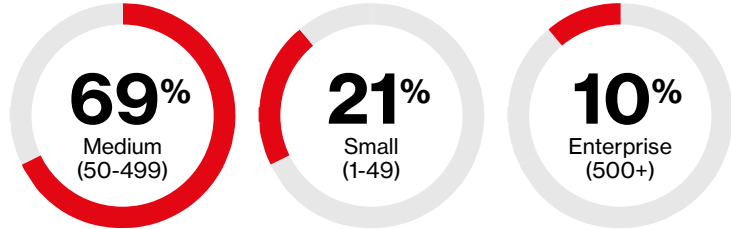


Cars	46	Heavy-duty trucks	25
Light-duty trucks (vans)	33	Off-road equipment	13
Medium-duty trucks	32	Trailers	11



■ Ireland

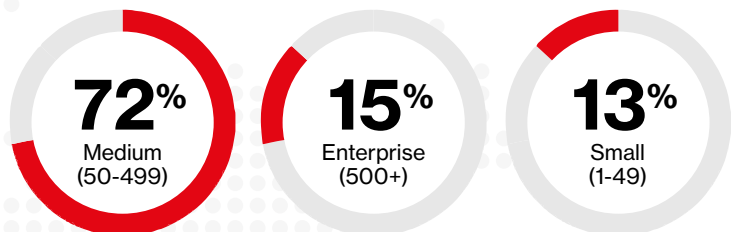
The average fleet size for all Irish respondents in this survey was **140 vehicles**.



Cars	44	Heavy-duty trucks	21
Light-duty trucks (vans)	29	Off-road equipment	10
Medium-duty trucks	28	Trailers	8

■ United Kingdom

The average fleet size for all British respondents in this survey was **153 vehicles**.

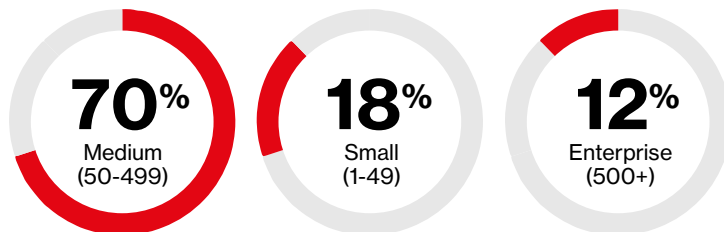


Cars	46	Heavy-duty trucks	24
Light-duty trucks (vans)	30	Off-road equipment	13
Medium-duty trucks	30	Trailers	10

Who uses fleet management systems country by country?

■ France

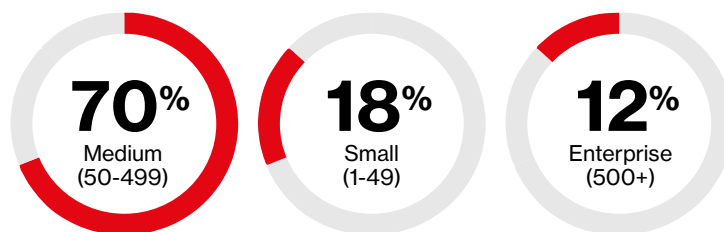
The average fleet size for all French respondents in this survey was **140 vehicles**.



Cars	42	Heavy-duty trucks	23
Light-duty trucks (vans)	27	Off-road equipment	12
Medium-duty trucks	27	Trailers	9

■ Italy

The average fleet size for all Italian respondents in this survey was **161 vehicles**.

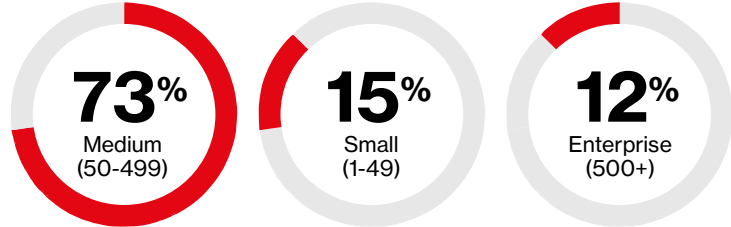


Cars	50	Heavy-duty trucks	25
Light-duty trucks (vans)	32	Off-road equipment	12
Medium-duty trucks	31	Trailers	11



■ Germany

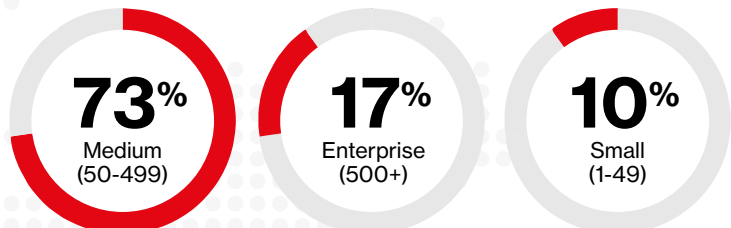
The average fleet size for all German respondents in this survey was **140 vehicles**.



Cars	45	Heavy-duty trucks	21
Light-duty trucks (vans)	30	Off-road equipment	9
Medium-duty trucks	27	Trailers	8

■ Austria

The average fleet size for all Austrian respondents in this survey was **138 vehicles**.



Cars	40	Heavy-duty trucks	22
Light-duty trucks (vans)	27	Off-road equipment	11
Medium-duty trucks	27	Trailers	11

Top benefits achieved after implementing GPS fleet tracking.

Improvements in key areas for businesses such as customer service, regulatory compliance, routing and productivity are some of the benefits that companies achieved after the implementation of a GPS fleet tracking solution.

Decreases in fuel consumption, accidents, vehicle maintenance, labour costs and cost savings can help businesses to be more competitive in the market.

The majority of respondents from all the Top 5 industries achieved a positive ROI in less than a year after implementing GPS fleet tracking.

Positive impacts seen after implementing GPS fleet tracking:

58%

Improved customer service.

69%

Tachograph/ regulatory compliance.

57%

Improved routing.

59%

Improved productivity.

53%

Decreased fuel consumption.

49%

Decreased accidents.

36%

Improved vehicle maintenance.

34%

Decreased labour costs.

47%

CO2 reduction.

57%

Improved safety.

53%

Improved managing daily operations.

50%

Improved sustainability.

45%

Improved efficiency.

In what time frame do businesses **achieve a positive ROI** after implementing a GPS tracking solution?

The majority of respondents from the top 5 industries achieved a positive ROI in less than a year after implementing GPS fleet tracking.

The Government sector leads the top industries in realising a positive ROI in one year or less, with the Services sector closely behind.

Impressively, over **86%** of all respondents across all industries realised a positive ROI in a year or less.

Timeframe to achieve positive ROI 2023	One year or less	More than one year
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General Freight

84%

16%



Passenger Transportation

87%

13%



Government

89%

11%



Construction

86%

14%



Services

88%

12%



How technology boosts your business results.

The majority of respondents across all industries said GPS fleet tracking has had a positive impact on their fleet operations - **76%** consider fleet tracking “extremely” or “very beneficial” to manage their fleets.

Within the Services industry, **46%** of those currently using a GPS fleet tracking solution realised reduced fuel consumption. This is essential as many businesses are finding it crucial to reduce costs in every business day.

Furthermore, **66%** of those that implemented a GPS tracking solution realised improved productivity and **61%** improved routing. A further **46%** reduced fuel consumption. Combined, these improvements help businesses reduce their overall costs which remains critical in today's uncertain economic landscape.

Services

■ Goals achieved since implementing GPS tracking:

63%

Improved customer service.

68%

Tachograph/ regulatory compliance.

61%

Improved routing.

66%

Improved productivity.

46%

Decreased fuel consumption.

44%

Decreased accidents.

38%

Improved vehicle maintenance.

36%

Decreased labour costs.

54%

CO₂ reduction.

59%

Improved safety.

48%

Improved managing daily operations.

51%

Improved sustainability.

43%

Improved efficiency.

88% of respondents in the Services industry who have a GPS tracking solution achieved a positive ROI in one year or less.

72% of survey respondents in the Services industry who have a GPS tracking solution stated that it is “very” or “extremely beneficial” to manage their fleets and **59% in reducing their fleet costs.**



The majority of respondents from all the industries get tangible results for their businesses.

■ Top goals achieved since implementing GPS Tracking:

58%

Improved customer service.

65%

Tachograph/ regulatory compliance.

56%

Improved routing.

56%

Improved productivity.

55%

Decreased fuel consumption.

50%

Decreased accidents.

38%

Improved vehicle maintenance.

36%

Decreased labour costs.

42%

CO2 reduction.

58%

Improved safety.

50%

Improved managing daily operations.

52%

Improved sustainability.

47%

Improved efficiency.

86% of respondents in the Construction industry who have a GPS tracking solution achieved a positive ROI in one year or less.

81% of survey respondents in the Construction industry who have a GPS tracking solution stated that it is “very” or “extremely beneficial” to manage their fleets and **60% in reducing their fleet costs.**

General Freight

In the General Freight industry, the majority of respondents **improved regulatory compliance, routing and safety.**

■ Top goals achieved since implementing GPS Tracking:

52%

Improved customer service.

69%

Tachograph/ regulatory compliance.

65%

Improved routing.

55%

Improved productivity.

59%

Decreased fuel consumption.

49%

Decreased accidents.

31%

Improved vehicle maintenance.

33%

Decreased labour costs.

45%

CO2 reduction.

59%

Improved safety.

55%

Improved managing daily operations.

45%

Improved sustainability.

47%

Improved efficiency.

84% of respondents in the General Freight industry who have a GPS tracking solution achieved a positive ROI in one year or less.

74% of survey respondents in the General Freight industry who have a GPS tracking solution stated that it is “very” or “extremely beneficial” to manage their fleets and **57% in reducing their fleet costs.**

The Passenger Transportation industry **improved safety,** customer experience and vehicle maintenance.

■ Top goals achieved since implementing GPS Tracking:

58%

Improved customer service.

75%

Tachograph/ regulatory compliance.

57%

Improved routing.

61%

Improved productivity.

47%

Decreased fuel consumption.

44%

Decreased accidents.

31%

Improved vehicle maintenance.

32%

Decreased labour costs.

50%

CO2 reduction.

62%

Improved safety.

60%

Improved managing daily operations.

49%

Improved sustainability.

47%

Improved efficiency.

87% of respondents in the Passenger Transportation industry who have a GPS tracking solution achieved a positive ROI in one year or less.

76% of survey respondents in the Passenger Transportation industry who have a GPS tracking solution stated that it is “very” or “extremely beneficial” to manage their fleets and **64% in reducing their fleet costs.**

Government

The Government sector improved productivity, safety and customer service.

■ Top goals achieved since implementing GPS Tracking:

58%

Improved customer service.

64%

Tachograph/ regulatory compliance.

52%

Improved routing.

54%

Improved productivity.

56%

Decreased fuel consumption.

53%

Decreased accidents.

38%

Improved vehicle maintenance.

26%

Decreased labour costs.

44%

CO₂ reduction.

48%

Improved safety.

62%

Improved managing daily operations.

62%

Improved sustainability.

52%

Improved efficiency.

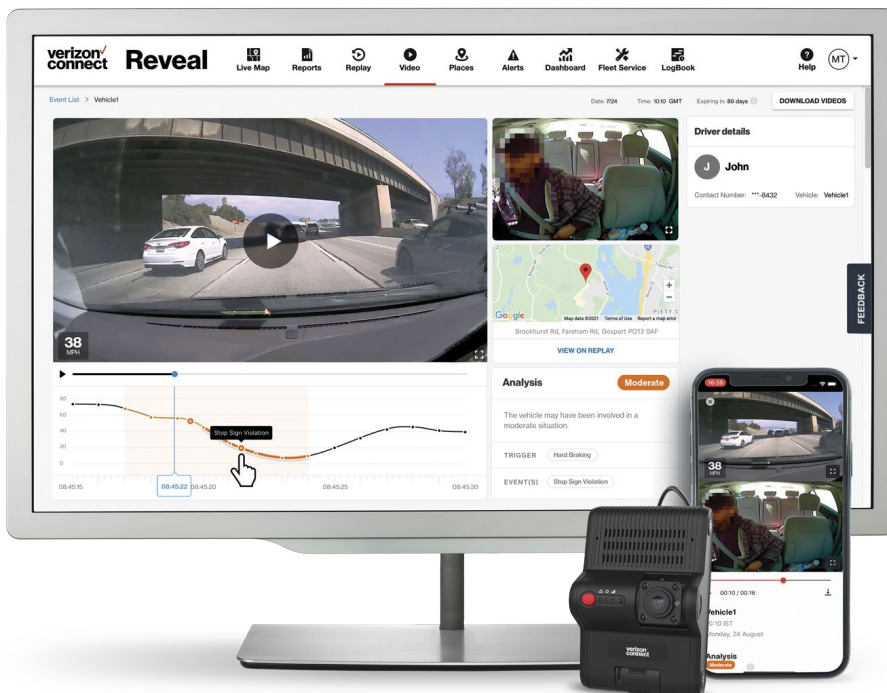
89% of respondents in the Government sector who have a GPS tracking solution achieved a positive ROI in one year or less.

70% of survey respondents in the Government sector who have a GPS tracking solution stated that it is “very” or “extremely beneficial” to manage their fleets and **52% in reducing their fleet costs.**

Protect your drivers and your business with fleet dashcams.

AI-backed video telematics with driver-facing and road-facing cameras is reshaping safety and efficiency for fleets.

Fleet businesses are able to see how smart video can serve as an unbiased witness, an incomparable driver training tool and a gold mine of data.



■ Goals achieved since implementing in-cab video solution across all industries:

74%

of all respondents saw improvements in driver safety.

83%

of respondents considered in-cab video “very or extremely beneficial” across all industries.

78%

of respondents in the General Freight industry considered in-cab video “very or extremely beneficial”.

86%

of respondents in the Services industry found video telematics to be “very or extremely beneficial”.

Video telematics

■ Goals achieved from implementing video telematics across all industries:

74%

Improved driver safety.

71%

Reduced false claims.

49%

Reduced insurance costs.

34%

Reduced CO₂.

64%

Reduced accident costs.



■ General Freight

80%

Improved driver safety.

75%

Reduced false claims.

68%

Reduced accident costs.

52%

Reduced insurance costs.

42%

Reduced CO₂.

■ Services

72%

Improved driver safety.

65%

Reduced false claims.

61%

Reduced accident costs.

53%






Reduced insurance costs.

35%

Reduced CO₂.

Video telematics






■ Video telematics helps improve driver safety across all industries:

	General Freight	80%
	Passenger Transportation	80%
	Government	76%
	Construction	75%
	Services	72%



90% of respondents across all industries who have video telematics solutions achieved a positive ROI in one year or less.

■ Top 5 industries in Europe improved protection from false claims since implementing smart video:

	General Freight	75%
	Passenger Transportation	74%
	Government	71%
	Construction	71%
	Services	65%



83% of survey respondents across all industries consider in-cab video “extremely” or “very beneficial” to manage their fleets.



Andrew Williams
Broad St, Ludlow, Shropshire
25 mins to arrive

2:15pm

Asset tracking technology boosts **equipment utilisation** and **team productivity.**

The majority of industries said asset tracking has had a beneficial effect on their business operations. In total, **74%** consider asset tracking “extremely beneficial” or “very beneficial.”

Within the Construction industry, **72%** of those currently using an asset tracking solution realised improved equipment and trailer utilisation.



Also, **62%** improved equipment and trailer security. Asset tracking technology can help companies improve productivity at the office and in the field, which has a positive impact on the competitiveness and efficiency of the business.



■ **Goals achieved since implementing an asset tracking solution across all industries:**

73%

Improved equipment/
trailer utilisation.

62%

Improved equipment/
trailer security.

47%

Improved safety.



93% of surveyed across all industries who have an asset tracking solution achieved a positive ROI in one year or less.

43%

Reduced insurance costs.

57%

Improved efficiency/
productivity for drivers/
workers.

30%

Improved productivity
for office staff/
management.

46%

Improved daily operations.

54%

Improved efficiency/
productivity for office
staff/management.

32%

Improved sustainability.



74% of survey respondents across all industries consider asset tracking solutions “extremely” or “very beneficial” to their businesses.

22%

Reduced CO₂.



Construction

■ Goals achieved since implementing asset tracking:

72%

Improved equipment/
trailer utilisation.

62%

Improved equipment/
trailer security.

41%

Reduced insurance
costs.

28%

Improved sustainability.

54%

Improved efficiency.

60%

Improved efficiency/
productivity for drivers/
workers.

36%

Improved efficiency/
productivity for office
staff/management.

23%

Reduced CO₂.

46%

Improved daily
operations.



71% of survey respondents in the Construction industry consider asset tracking solutions “extremely” or “very beneficial” to their businesses.



92% of surveyed in the Construction sector who have an asset tracking solution achieved a positive ROI in one year or less.



Cost savings can help impact positively on business profitability.

According to our survey, **69%** of businesses said that increased costs was one of the biggest challenges (extremely or very impactful), followed by fuel (**65%**), labour costs (**61%**) and safety (**60%**).

Users of fleet tracking technology have shown remarkable improvements in these and other KPIs.

Across all industries, GPS tracking users decreased fuel costs by an average of **24%**. Users also saw an average decrease of **29%** in accident costs and a decrease in overall labour costs by **23%**.

Also, users decreased by an average of **21%** vehicle maintenance costs. Furthermore, respondents across all industries saw an average decrease by **22%** in insurance costs.



2023 Europe	All industries	Services	General Freight	Passenger Transportation	Construction	Government
Fuel cost reduction	24%	24%	24%	23%	25%	26%
Accident cost reduction	29%	28%	28%	28%	31%	31%
Labor cost reduction	23%	23%	24%	22%	23%	25%
Vehicle maintenance cost reduction	21%	19%	21%	20%	21%	24%
% decrease in insurance costs	22%	22%	21%	23%	21%	24%

A picture of fleet technologies implementation in Europe.

Which of the following fleet technologies do you currently utilise?

■ Spain

GPS tracking	72%
In cab video (including front-facing and driver-facing cameras)	54%
Asset/ trailer/ equipment tracking	52%
Field service management (scheduling, dispatch, communication)	52%

■ United Kingdom

GPS tracking	70%
In cab video (including front-facing and driver-facing cameras)	49%
Asset/ trailer/ equipment tracking	47%
Field service management (scheduling, dispatch, communication)	59%

■ Ireland

GPS tracking	65%
In cab video (including front-facing and driver-facing cameras)	47%
Asset/ trailer/ equipment tracking	47%
Field service management (scheduling, dispatch, communication)	49%

■ France

GPS tracking	78%
In cab video (including front-facing and driver-facing cameras)	47%
Asset/ trailer/ equipment tracking	49%
Field Service Management (scheduling, dispatch, communication)	48%

■ Germany

GPS tracking	70%
In cab video (including front-facing and driver-facing cameras)	53%
Asset/ trailer/ equipment tracking	51%
Field Service Management (scheduling, dispatch, communication)	49%

■ Austria

GPS tracking	77%
In cab video (including front-facing and driver-facing cameras)	47%
Asset/ trailer/ equipment tracking	40%
Field Service Management (scheduling, dispatch, communication)	49%

A picture of fleet technologies implementation in Europe.



■ Portugal

GPS tracking	72%
In cab video (including front-facing and driver-facing cameras)	52%
Asset/ trailer/ equipment tracking	50%
Field service management (scheduling, dispatch, communication)	57%

■ Italy

GPS tracking	77%
In cab video (including front-facing and driver-facing cameras)	45%
Asset/ trailer/ equipment tracking	52%
Field service management (scheduling, dispatch, communication)	50%

Map of **goals achieved** since implementing a GPS fleet tracking solution in Europe.

What goals have you achieved since implementing your GPS fleet tracking solution?

■ Spain

Improved customer service	57%
Tachograph/ regulatory compliance	71%
Improved routing	57%
Improved productivity	57%
Decreased fuel consumption	51%
Decreased accidents	51%
Improved vehicle maintenance	32%

Decreased labour costs	35%
CO2 reduction	49%
Improved safety	59%
Improved managing daily operations	51%
Improved sustainability	55%
Improved efficiency	47%

■ United Kingdom

Improved customer service	54%
Tachograph/ regulatory compliance	62%
Improved routing	62%
Improved productivity	61%
Decreased fuel consumption	54%
Decreased accidents	50%
Improved vehicle maintenance	35%

Decreased labour costs	30%
CO2 reduction	47%
Improved safety	56%
Improved managing daily operations	58%
Improved sustainability	46%
Improved efficiency	47%

Map of goals achieved since implementing GPS Fleet Tracking Solution in Europe.

■ Ireland

Improved customer service	59%	Decreased labour costs	26%
Tachograph/ regulatory compliance	66%	CO2 reduction	48%
Improved routing	69%	Improved safety	54%
Improved productivity	60%	Improved managing daily operations	57%
Decreased fuel consumption	49%	Improved sustainability	46%
Decreased accidents	50%	Improved efficiency	47%
Improved vehicle maintenance	33%		

■ France

Improved customer service	60%	Decreased labour costs	30%
Tachograph/ regulatory compliance	72%	CO2 reduction	49%
Improved routing	55%	Improved safety	60%
Improved productivity	58%	Improved managing daily operations	50%
Decreased fuel consumption	52%	Improved sustainability	45%
Decreased accidents	54%	Improved efficiency	43%
Improved vehicle maintenance	36%		

■ Germany

Improved customer service	57%	Decreased labour costs	34%
Tachograph/ regulatory compliance	65%	CO2 reduction	46%
Improved routing	53%	Improved safety	56%
Improved productivity	58%	Improved managing daily operations	55%
Decreased fuel consumption	58%	Improved sustainability	52%
Decreased accidents	48%	Improved efficiency	45%
Improved vehicle maintenance	38%		

Map of goals achieved since implementing GPS Fleet Tracking Solution in Europe.

■ Austria

Improved customer service	55%
Tachograph/ regulatory compliance	76%
Improved routing	56%
Improved productivity	59%
Decreased fuel consumption	50%
Decreased accidents	55%
Improved vehicle maintenance	39%

Decreased labour costs	43%
CO2 reduction	39%
Improved safety	53%
Improved managing daily operations	50%
Improved sustainability	47%
Improved efficiency	47%

■ Italy

Improved customer service	59%
Tachograph/ regulatory compliance	68%
Improved routing	52%
Improved productivity	60%
Decreased fuel consumption	55%
Decreased accidents	42%
Improved vehicle maintenance	41%

Decreased labour costs	40%
CO2 reduction	52%
Improved safety	53%
Improved managing daily operations	51%
Improved sustainability	58%
Improved efficiency	36%

■ Portugal

Improved customer service	62%
Tachograph/ regulatory compliance	68%
Improved routing	59%
Improved productivity	55%
Decreased fuel consumption	55%
Decreased accidents	38%
Improved vehicle maintenance	34%

Decreased labour costs	33%
CO2 reduction	40%
Improved safety	63%
Improved managing daily operations	49%
Improved sustainability	51%
Improved efficiency	52%

Map of **timeframe of ROI** in Europe.

How long did it take to realise a positive Return on Investment (ROI) on your GPS fleet tracking solution?

■ Spain

Less than 3 months	5%
Between 3 and 6 months	32%
Between 7 and 12 months	45%

■ Ireland

Less than 3 months	10%
Between 3 and 6 months	30%
Between 7 and 12 months	50%

■ Germany

Less than 3 months	6%
Between 3 and 6 months	33%
Between 7 and 12 months	49%

■ Italy

Less than 3 months	7%
Between 3 and 6 months	29%
Between 7 and 12 months	45%

■ United Kingdom

Less than 3 months	8%
Between 3 and 6 months	36%
Between 7 and 12 months	42%

■ France

Less than 3 months	7%
Between 3 and 6 months	31%
Between 7 and 12 months	51%

■ Austria

Less than 3 months	4%
Between 3 and 6 months	34%
Between 7 and 12 months	48%

■ Portugal

Less than 3 months	7%
Between 3 and 6 months	36%
Between 7 and 12 months	44%

These are the top 10 most important challenges that Fleet Managers face everyday in Europe in 2023

Ranking position	Daily challenges	Extremely or very impactful
1	Increased costs	69%
2	Fuel	65%
3	Labour costs	61%
4	Safety	60%
5	CO2 Reduction	59%
6	Meeting customer demands and expectation	59%
7	Competitive pressure	58%
8	Increased regulatory requirements	58%
9	Increased complexity of service offerings	56%
10	Not enough quality drivers/technicians	55%



The bottom line

Building a resilient business is more important now than ever before. Use these data points to make long-term purposeful decisions that will help your fleet withstand the complex business environment or any other emergency in the future.

Fleet tracking technology goes beyond just dots on a map. It gives fleet managers much-needed visibility into driver behaviours, fleet costs and vehicle wear and tear. With dashboards and customisable reports, you can check the pulse of your business at any point in time.

Methodology of the survey

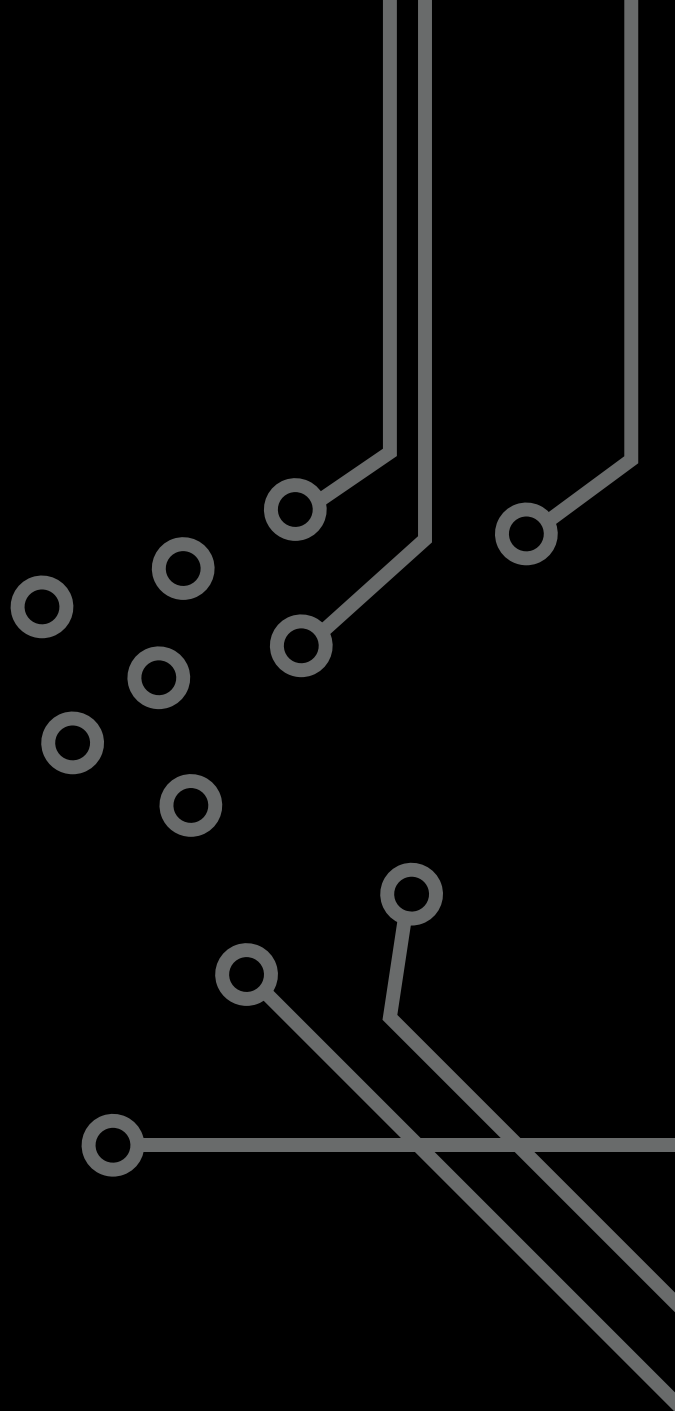
Conducted by ABI Research for Verizon Connect, this study aims to dive deeper into the understanding and adoption of GPS fleet tracking systems and other related technologies.

This report, based on surveys completed by a total of 1,538 European fleet managers, executives and other mobile-business professionals highlights the value fleet businesses are achieving by investing in fleet tracking technology.

About Verizon Connect

Verizon Connect is guiding a connected world on the go by automating, enhancing and revolutionising the way people, vehicles and things move through the world. Our full suite of industry-defining solutions and services puts innovation, automation and connected data to work for customers and helps them be safer, more efficient and more productive.

Connect your fleet. Call +44 800 975 4566 or visit verizonconnect.com/uk to learn more about our powerful, easy-to-use fleet solutions for businesses of all sizes.



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