

Dealer advantage: Unlocking value with Tracker

In today's competitive automotive landscape, you're constantly looking for ways to enhance profitability, streamline operations, and deliver added value to your customers. Vehicle telematics, once limited to basic location tracking of stolen vehicles, has evolved into a powerful business tool. By installing tracking devices in your vehicles, you can unlock a compelling mix of revenue opportunity, stock protection, and fleet intelligence.

Revenue opportunity and stock protection

Installing a tracker in vehicles before they're sold opens up a valuable opportunity for your dealership. You can offer the tracking service as a value-added product with the vehicle sale and generate income through the subscription. This not only boosts your margins but also strengthens customer relationships by offering peace of mind and enhanced vehicle security.

In the unfortunate event that a vehicle is stolen before delivery, having a tracker installed enables swift location tracking and recovery, helping you minimise financial loss and disruption. This is especially valuable for high-value vehicles in transit or temporarily stored on-site.

Real-time control and risk mitigation of fleets

For vehicles that are part of your operational fleet, such as demo cars, courtesy vehicles, or logistics units, trackers paired with fleet management technology offer real-time visibility and exception-based alerts that help you stay in control:

- **Safe zones and alerts:** With Tracker's FleetLogic, you can set up designated safe and unsafe zones and receive alerts if vehicles are driven in high-risk areas or after-hours.
- **Driving behaviour monitoring:** FleetLogic flags harsh braking, speeding, and other risky behaviours, allowing you to address safety concerns proactively.
- **Impact detection and emergency support:** In the event of a collision, impact detection can trigger emergency service dispatch, while in-app assist buttons allow your drivers to request help from a fleet manager instantly.

Data-driven dealer operations

Tracker's FleetLogic transforms telematics data into actionable insights that help you optimise operations and reduce costs:

- **Fuel management:** The FleetLogic fuel dashboard overlays fuel transaction data with telematics insights to detect anomalies. You can identify fuel card fraud, discrepancies in fuel usage, and even pinpoint problematic filling stations. In one case, a Tracker client identified a

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particular filling station that would overcharge for fuel. The fleet manager was able to react and put measures in place to avoid using that filling station again.

- **Compliance and maintenance:** FleetLogic stores driver licence details, tracks expiration dates, and allows you to schedule services and maintenance. Timely reminders and expense logging simplify compliance and support SARS tax submissions, making admin easier and more accurate.
- **Operational insights:** You can analyse expenses by route, monitor driver hours, and generate inspection reports, all at the click of a button. This level of insight enables smarter budgeting and more informed decision-making.

Vehicle trackers are no longer just theft-prevention tools, they're strategic assets. Whether installed in vehicles for sale or those in active use, they offer you a unique blend of financial benefit, operational control, and customer value. With Tracker FleetLogic, you gain a competitive edge through data-driven decision-making, improved compliance, and enhanced safety.

In short: Tracker doesn't just protect vehicles, we help protect your bottom line.

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