

Dealer advantage: Offering greater value with Tracker

For buyers, a new vehicle purchase is more than a transaction. It's an emotional and practical milestone. Buyers are motivated by status and self-expression but also seek safety and reliability. Increasingly, they associate safety with advanced vehicle features, including tracking technology.

By installing a tracker in vehicles prior to sale, dealers unlock a dual advantage: safeguarding stock before delivery and offering added value to customers at the point of sale. This proactive step meets growing demand for enhanced safety and security.

In the unfortunate event of theft before delivery, a pre-installed Tracker unit enables swift location tracking and recovery. This is especially important for high-value vehicles in transit or stored on-site.

Tracker also presents a revenue opportunity. Dealers can offer tracking as a value-added product, generating income while strengthening customer relationships. It's a win-win: customers gain peace of mind, and dealers build trust and loyalty.

For many, a vehicle is one of the most significant and expensive assets they own. The financial impact of theft can be devastating. Without tracking, recovery rates drop to just 5–10%.

For certain high-risk vehicles, insurers require a tracking unit to be installed before the customer drives off the floor. Having it pre-installed simplifies the process and enhances the customer experience.

Modern tracking units offer far more than stolen vehicle recovery. Tracker Care provides a suite of services designed to protect not just vehicles, but the people who drive them. These include:

Emergency response: Impact detection instantly alerts the control centre if the vehicle is in an accident, and detects the severity. If the control centre is unable to make contact with the customer, emergency response teams are automatically sent to the vehicle's location – delivering help when it is needed most.

Emergency assist: An assist button allows drivers to request roadside or medical assistance at any time.

Share my journey: Enables drivers to share their real-time location with loved ones, offering reassurance and a safety net, especially when travelling alone or in unfamiliar areas.

Vehicle monitoring: Customers can monitor their vehicle's location and status at any time via the Tracker App. They can also add family vehicles equipped with tracking units to their profile, ensuring the safety of their loved ones.

Proactive alerts: Notifications for unauthorised vehicle movement, battery disconnection, and entry into high-risk zones, add extra protection. With In-App Car Guard, customers can digitally "lock" the position of their vehicle or activate automation via the app to receive instant alerts if the vehicle moves before being unlocked.

The National Automobile Dealers' Association (NADA) represents South African business owners managing new vehicle dealerships and qualifying used vehicle outlets.

Tracker's commitment to care goes beyond technology. Every day, our team responds to verification requests where we check that a customer is safe because their vehicle has entered a high-risk area and the driver is unreachable. We also support concerned family members trying to locate loved ones. In one recent case, our swift intervention helped prevent a potential self-harm incident – a powerful reminder of the human impact behind our services.

Integrating Tracker means you're not just selling a vehicle, you're delivering safety, security, and peace of mind. That's the value today's customers are looking for.

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