

Are you getting the most out of your current **GPS Vendor**?



azugaTM
a Bridgestone Company





Technology has changed many industries, and there has been a tremendous change in recent years in GPS tracking. Fleet tracking is not just about tracking your vehicles and dots on the map anymore. Modern GPS tracking leverages telematics from every vehicle in the fleet to improve driver safety by monitoring speeding, hard braking, and other risky driving habits.

This, in turn, helps reduce carbon emissions, routes drivers more efficiently to improve customer service and on-time deliveries, alleviates revenue gaps by taking on more business without adding drivers or vehicles and gain a competitive advantage by improving overall fleet efficiency.

It's about having an all-in-one solution for your fleet in 2020.

Ask yourself the following questions to assess your current GPS vendor:

- Are you able to help protect your drivers from false claims and provide proof of service?
- Do you want to increase your customer retention?
- Is your company's bottom line optimal?
- Do you want to improve employee morale?
- Do you want to simplify the yard management?
- Can you recover stolen equipment and assets?
- Can you detect and prevent unauthorized use?
- Would you like to save time and labor?

“I can configure Azuga's fleet tracking software exactly the way I want and get to the information I need quickly and easily.**”**

Steve Mihalic
Owner, Courtice Auto Wreckers



Must have fleet management tools in a good GPS vendor



Fuel Management

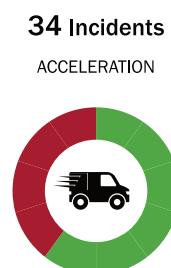
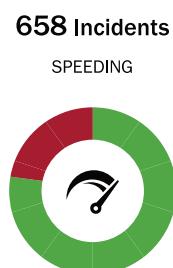
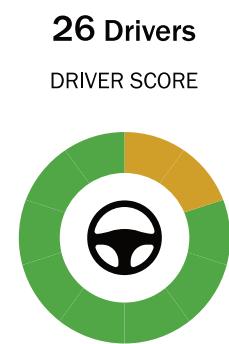
- ➲ A good GPS vendor is not one that merely provides great tracking capabilities, they help you to manage the fuel for your fleet.
- ➲ It should allow you to track fueling events such as increases and decreases in fuel levels that exceed a certain percentage, and determine which drivers filled up their tank, and at which location.
- ➲ It should help your drivers find the nearest and cheapest fueling station with some built-in driver alert mechanism.
- ➲ Your GPS vendor should offer the capability to seamlessly integrate fuel cards with the fleet tracking system to compare fuel purchased versus fuel used and vehicle maintenance costs.
- ➲ It should allow you to proactively monitor and determine potential savings and opportunity costs of the fuel purchased which helps to improve ROI.

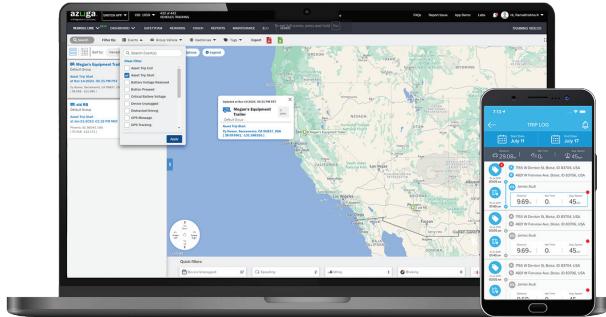
Safety

- ➲ Safety must be a #1 priority for your fleet business because it helps save lives and prevent damages to your fleet.
- ➲ Your GPS vendor should have feature capabilities that help reduce distractions when drivers are behind the wheel.
- ➲ You should be able to monitor drivers' use of email, texting, and apps on their mobile devices when they are on the road.
- ➲ Your GPS vendor should enable you to set custom policies for each driver to allow access for phone numbers, handling of calls when on a headset, and the ability to use apps (including navigation). This ensures maximum safety to your vehicles by discouraging distracted driving habits.

“ Azuga has been everything and more than expected, creating a highly engaged workforce, empowering each employee to modify his/her driving behavior in real-time.”

Chris McKeeman
VP, EHS – Numotion





Accountability

- ➲ It would be great if you could assign jobs and hold your employees accountable for the work they do, ensuring they are delivering a high level of service for your customers.
- ➲ You should be able to assign trips to your drivers and also tag them if they are on a work-related trip or personal trip. This helps you bring transparency and hence improves efficiency.
- ➲ A time card feature helps you log the working hours and idle time of your drivers, enabling you to pay them based on the number of hours they clock.



“ The driver rewards program is awesome. When we first started it, we had a lot of our drivers in the red, and now we don't have any drivers in the red. These guys are really fighting for the position of number one driver of the company. **”**

Asset Tracker

- ➲ Using GPS tracking on trucks and assets helps you track the movement and location of equipment and trailers, making it easier to identify specific loads or pieces for queueing. Geofence alerts give advance notice on the arrival of loads or equipment for the advance organization of unloading or service teams.
- ➲ According to the National Insurance Crime Bureau, stolen construction equipment tops more than \$1 billion, with less than 20% of stolen equipment recovered. Asset tracking real-time alerts notify supervisors if the equipment is being moved outside a predefined zone, or at unexpected times. The tracking hardware can be set to ping once per day or ping once per hour, so asset recovery work can begin

immediately and law enforcement can locate the equipment.

- ➲ Just as alerts and reports aid in locating stolen equipment and assets, they can also help detect and prevent unauthorized use of equipment for side jobs, which accelerates depreciation and increases maintenance costs.
- ➲ Asset tracking data and reports simplify everything from yard checks to inventory to billing and insurance documentation. This reduces administrative labor from low-value tasks and enables redeployment to perform higher-value functions in the business.

David White
Fleet Manager – JW Flooring

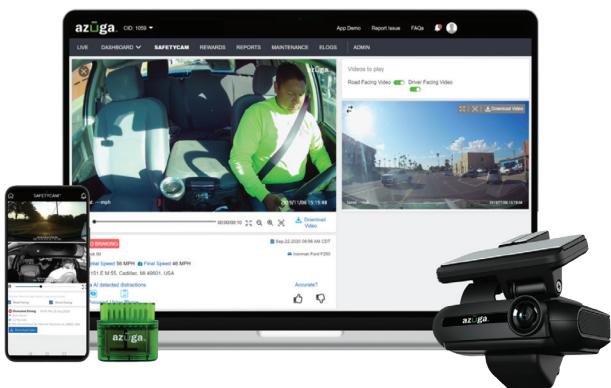
Dashcam

A dashcam helps prevent false claims and exonerate your drivers with evidence from your most accurate witness. The dashcam helps your drivers when they need it most and hence makes them feel protected and positive.

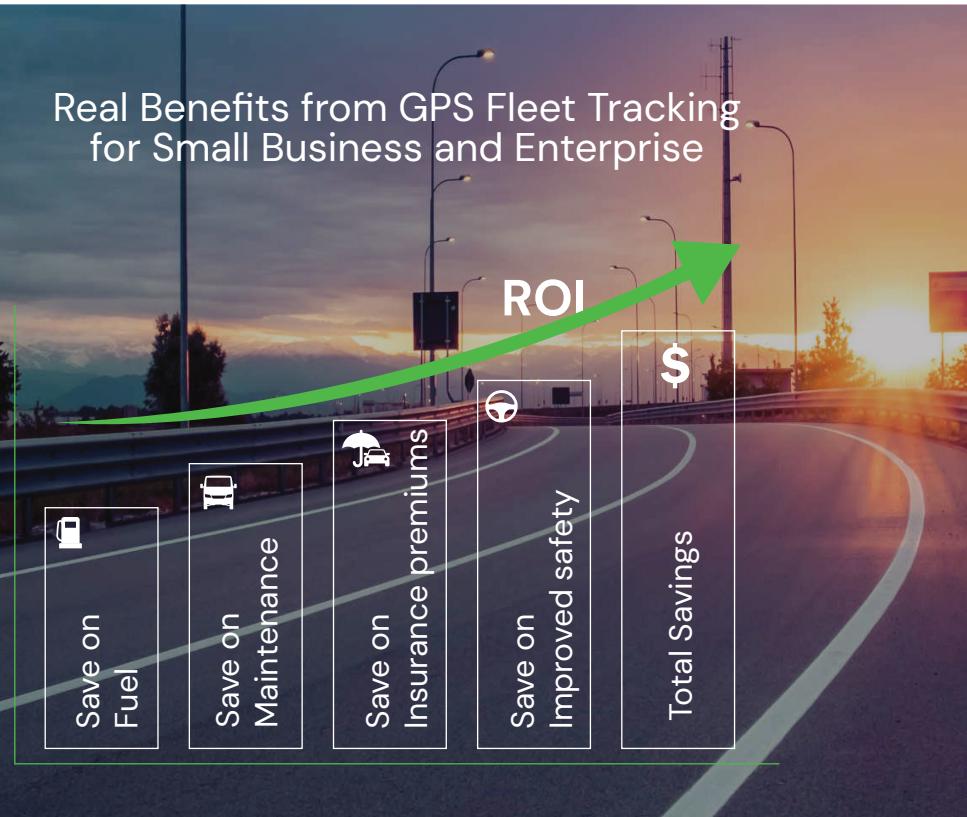
- ➲ You'll want a camera with multiple lenses for front- and rear-facing coverage. This allows you to record what's happening on the road, but also what's happening in the driver's seat.
- ➲ Dashcams are a great way to help with driver training. A good commercial dashcam setup will allow you to communicate with your drivers, allowing you to provide feedback in the moment and to correct unsafe behaviors before an accident happens.

➲ A good dashcam:

- Should include a video resolution of at least 1080p.
- Should be able to capture video footage in low light and ideally should include a night vision function.
- Should have built-in Wi-Fi for easy file transfer.



Real Benefits from GPS Fleet Tracking for Small Business and Enterprise



ROI Calculator

It is extremely important to be able to calculate your Return on Investment. That way, you know where your business curve is heading toward.

Your GPS tracking service provider should be able to provide you a tool that will help you calculate ROI for your fleet business.

“We chose Azuga because its solution was easiest to use, install, and implement, helping us to become more efficient, increase productivity and safety among our drivers. We're really happy we made the switch.**”**

Eric Sietsema
CTO, Sietsema Farms

Driver Training and Behavior Modification Program

Driver training and behavior modification program is something you can't afford to miss. A focused program and reward-based systems aimed at improving drivers' efficiencies and motivates drivers to bring the best out of them, can do wonders for your fleet business.

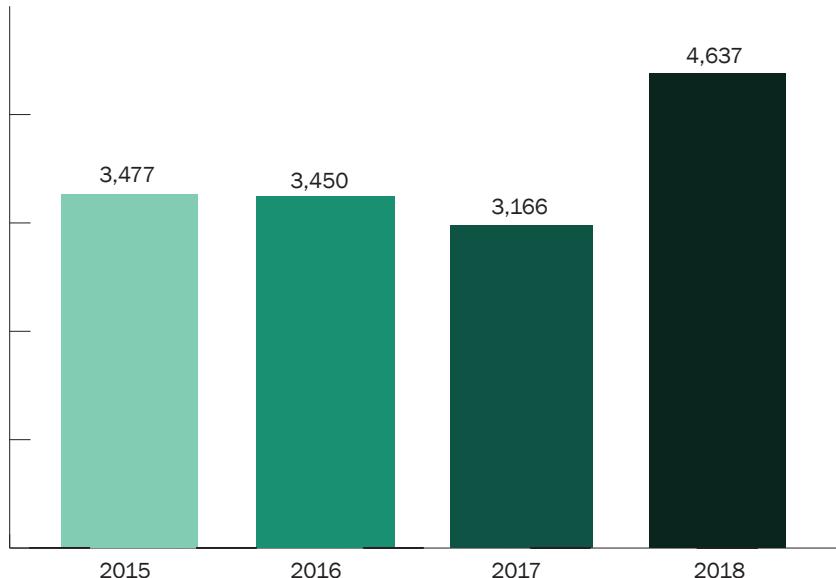
A focused driver program will help you retain your customers.

For those drivers who earn commissions, retaining customers is integral for maintaining a constant flow of revenue for drivers and the company alike. Customers like seeing proof that the service was done correctly, and on time. Being able to provide this for customers will only lead to customer retention and referrals.

Some distracted driving-related stats clearly show how it affects the efficiency of your business.



Distracted Driving Deaths

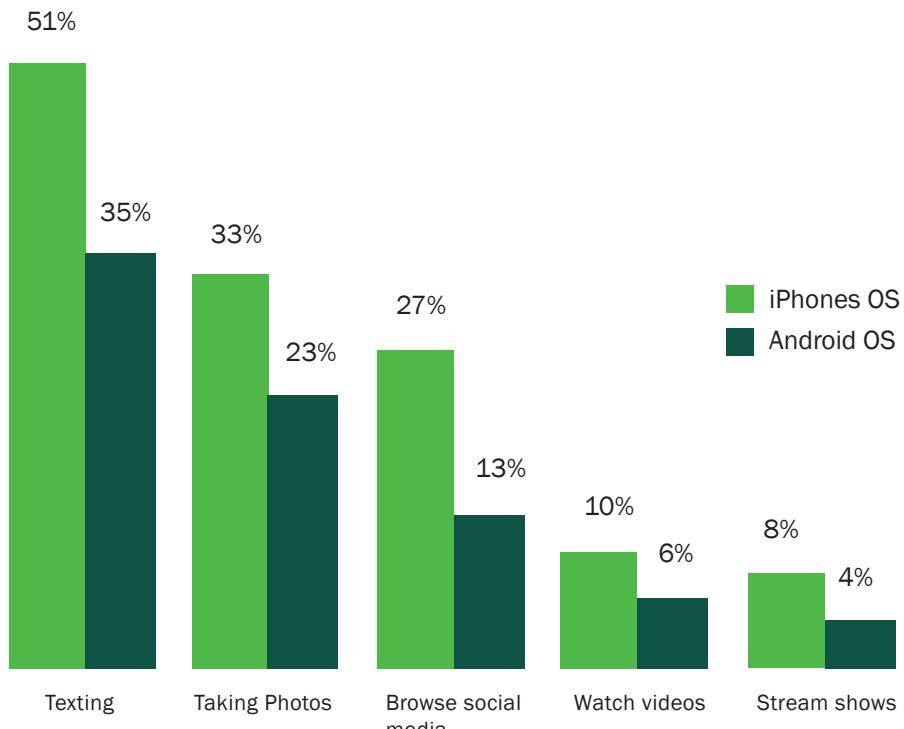


Source: "Distracted Driving Statistics." The Zebra. January 16, 2020.
<https://www.thezebra.com/distracted-driving-statistics/>

“We have Azuga running in all our vehicles, while still paying out the rest of our contract with another company. You set the gold standard with price and service. **”**

John Phillips
Service Manager,
Acree Plumbing & Air

Distracted Driving Behaviors by Operating System



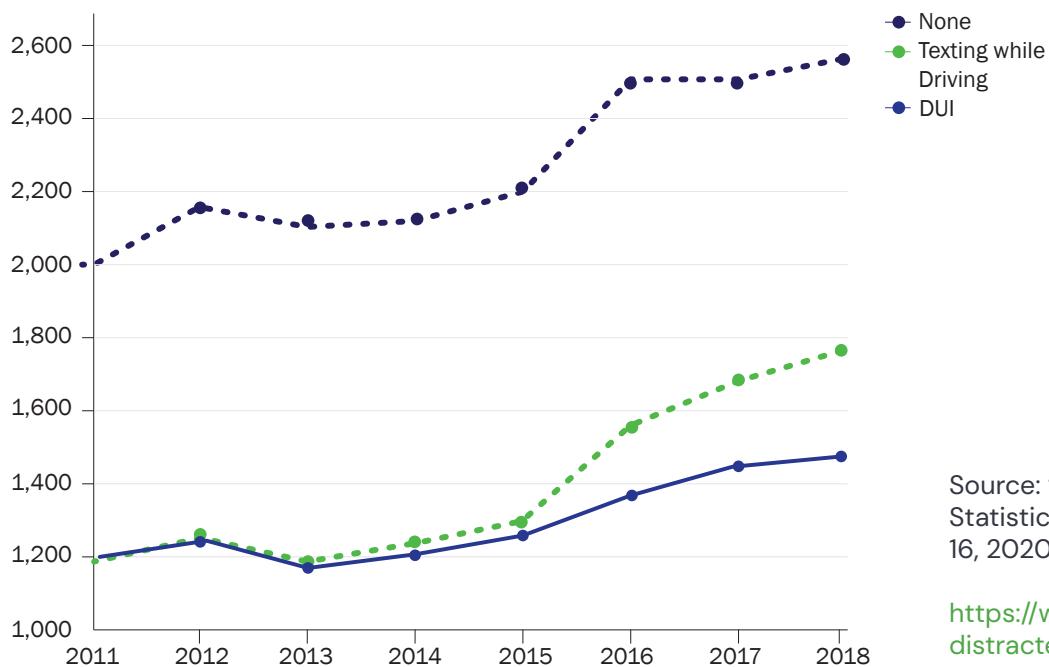
Source: "Distracted Driving Statistics." The Zebra. January 16, 2020.
<https://www.thezebra.com/distracted-driving-statistics/>

Per the report, texting has been the major cause of accidents due to distracted driving, followed by taking photos and browsing social media sites.

An ideal fleet management solution should be able to restrict the use of mobile phones when the drivers are behind the wheel on the road. This can significantly reduce fatalities and financial losses.

“I've tried them all: hard-to-install 'Black Box' GPS systems, battery-powered trackers, and phone based GPS applications. The hassle wasn't worth it. Simply put, Azuga G2™ had the best price-performance value and paid for itself in the first month of use. **”**

Insurance Rate Increase by Violation



Source: "Distracted Driving Statistics." The Zebra. January 16, 2020.

<https://www.thezebra.com/distracted-driving-statistics/>

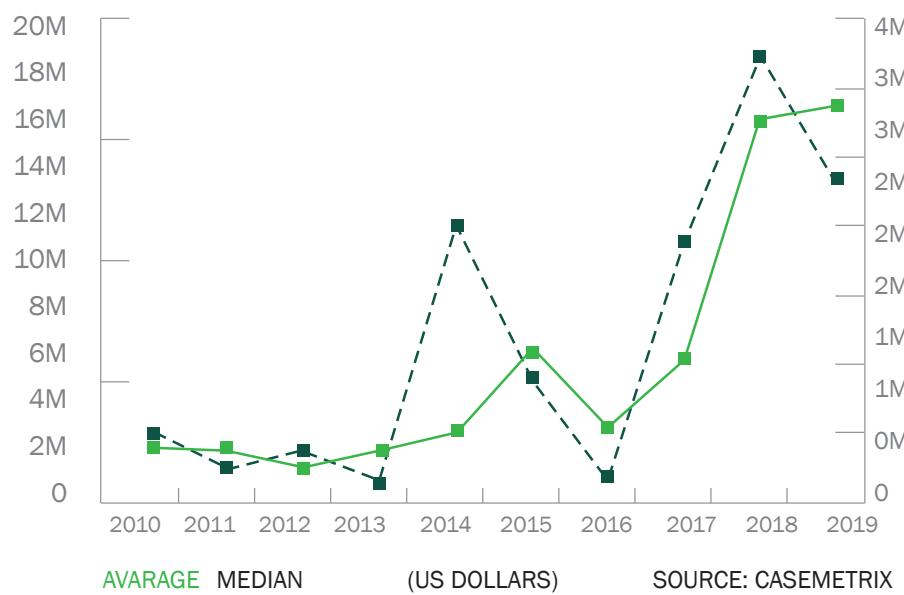
Distracted driving also costs you higher insurance rates.

By now, you know how significant the role a good GPS vendor plays in the overall health of your fleet. An efficient fleet management software makes your fleet safe and reduces the number of accidents. This, in turn, minimizes the cost of claims.

The cost of claims could really be a nightmare if recent verdicts are something to go by. The average verdict in a trucking case in the Southeast this year has been approximately \$17.5 million. That is up from \$16.9 million last year. (Source: CaseMetrix)

What is more worrisome is the fact that in the past 2-3 years, there has been a drastic increase in the average verdict. (Source: CaseMetrix)

These stats provide a clear indication that a cutting edge GPS solution is not an option anymore. It's the need of the hour.

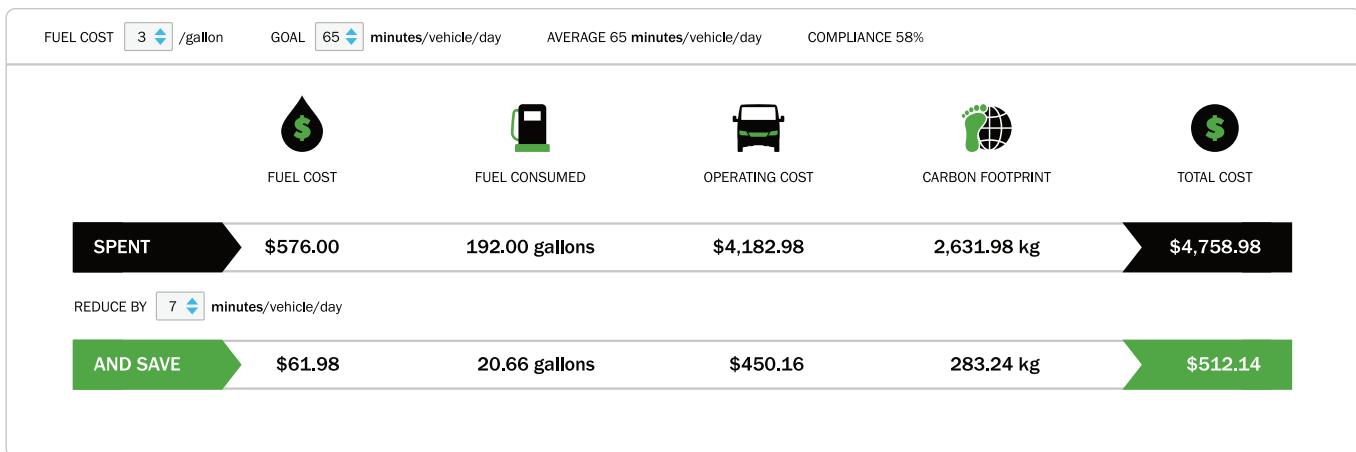


Source: Kingston, John. "The numbers don't lie: size of legal awards vs. trucking companies is soaring." John Kingston, FreightWaves, FreightWaves, Inc., November 20, 2019.

<https://www.freightwaves.com/news/the-numbers-dont-lie-size-of-legal-awards-vs-trucking-companies-is-soaring?p=236754>

“With Azuga, we completely reversed our situation. Now we not only talk about safe driving but also document it. That has made a difference and resulted in improved safety of our clients and lower insurance costs for us. We like to consider it as a win-win situation.”

Gordon Raley
CEO, Family Service Foundation



If you think that your current GPS vendor is not really doing justice to your fleet safety and overall productivity, then it's time to make a switch to Azuga.

Why Azuga? Here are some of the key benefits:

Advanced Analytics

You get a system that provides you, Predictive Models, from our Data Science team that enables fleet managers to make proactive, informed decisions regarding safety and vehicle maintenance.

Open API

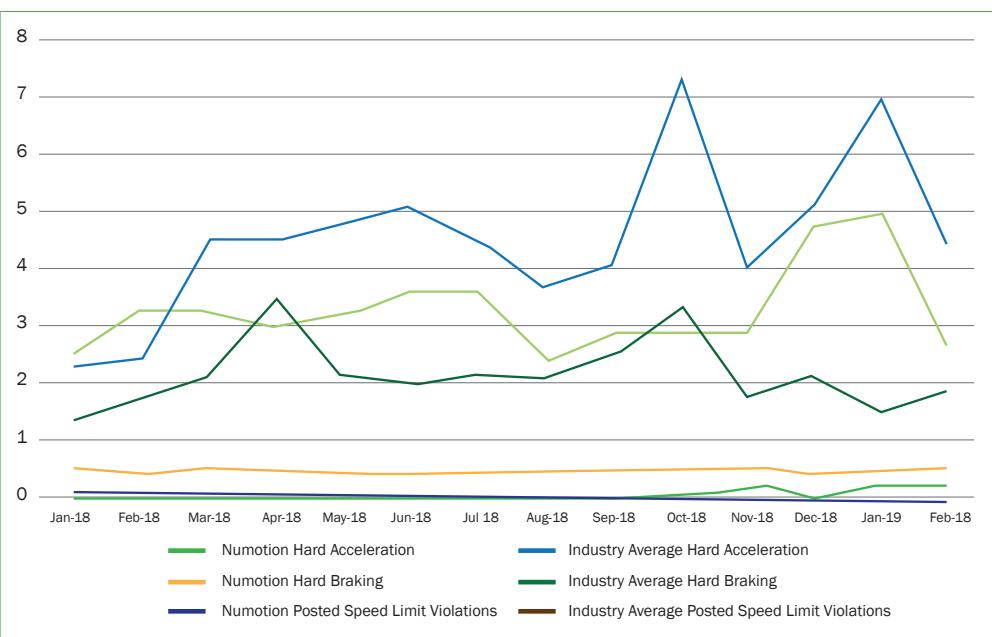
The Azuga platform supports seamless integration with other business tools and software applications—enabling more efficient operations.

Customized Support

Azuga's concierge support team assists you with custom reports and actionable insights during monthly business reviews to pinpoint opportunities for improvement and impact your bottom line. 84% of customers say Azuga has helped identify areas for improvement, leading to safer driving behaviors and gains in profitability.

Driver Rewards

The Azuga Rewards program incentivizes drivers to improve, and driver safety scores spur friendly competition and promote accountability—resulting in improved awareness, safety, and efficiency on the road. With Azuga's driver training and reward system, our customers fare better than industry standards on every front, be it hard acceleration, hard braking or posted speed limit violations.



“ We recently had an incident where someone stole a skid steer, and it had an Azuga GPS Tracker in it. We were able to track it to the location the thief had taken it to and provide the information to local law enforcement. The equipment valued at \$20,000 was recovered. **”**

Juli Jacobs
Administrator, Elite Construction

About Bridgestone

Nashville, Tennessee based Bridgestone Americas Tire Operations is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company offering a wide range of Bridgestone, Firestone and associate brand tires. BATO maintains wholesale and original equipment sales operations across a broad line of products, including passenger, light truck, commercial truck and bus, agricultural, motorcycle, kart and off-the-road tires.

Additional US subsidiaries include Bridgestone Retail Operations which operates the largest network of company-owned automotive service providers in the world – nearly 2,200 tire and vehicle service centers across the United States – including Firestone Complete Auto Care, Tires Plus, Wheelworks and Hibdon store locations. Bridgestone authorized dealers consist of independent tire retailers that are authorized to sell and service Bridgestone or Firestone products. BATO's Commercial Solutions Group also has an extensive dealer network that also includes Truck, Bus, Radial Division. In summary the Bridgestone network consists of approximately 5,400 service locations for tire, automotive and fleet solutions.

Below is a complete list of links to our products for Commercial, Retreads and Consumer tires.

Are you getting the most out of your current **GPS Vendor**?

Bridgestone Brand

Alenza, Blizzak, DriveGuard, Dueler, Ecopia, Potenza, Turanza
Bridgestone Consumer product

website: <https://www.bridgestonetire.com/>

Bridgestone Commercial product

website: <https://commercial.bridgestone.com/en-us/index>

Firestone Brand

All season, Champion, Destination, Firehawk, Transforce, WeatherGrip, Winterforce

Firestone Consumer product

website: <https://www.firestonetire.com/>

Firestone Commercial product

website: <https://commercial.firestone.com/en-us/index>

Bandag Retread

website: <https://www.bandag.com/en-us/index>

About Azuga

Azuga, a Bridgestone company, is a leading global connected vehicle platform, helping our customers turn data about vehicles and their use into intelligence that improves operations and safety while reducing costs and risk. Azuga provides reliable end-to-end solutions for commercial fleets, government agencies, insurance companies and automotive industry suppliers, encompassing hardware, the Azuga One platform, award-winning fleet applications and data analytics. Azuga is headquartered in Fremont, California.

Our award-winning Azuga Fleet solution is used by thousands of customers –from the small fleet of one or a few vehicles up to several thousand—and is lauded by our customers for its ease-of-use, robust features and affordable pricing.