



A KLIPBOARD COMPANY

The Essential Guide

# The Ultimate Guide to Vehicle Tracking



# More than just a map

If you manage company vehicles, you already know the challenges. Where are my drivers right now? Are they taking the most efficient route? Is that vehicle being used outside of working hours? Without the right system, the answer to all of these is a guess.

This guide explains what vehicle tracking is, how it works, and what it can do for your business from day one.



## What is vehicle tracking?

Vehicle tracking uses GPS technology to show you the real-time location of every vehicle in your fleet. But it does far more than pinpoint where a van is on a map.

- Data collected on every journey, automatically
- Transmitted to your dashboard in real time
- Easy to read on desktop or mobile, 24 hours a day
- Updated every minute, from the first ignition



Every minute. Every vehicle. Every journey. Automatically logged.

## What good vehicle tracking looks like:

Most fleet managers are working with incomplete information. Phone calls to find out where drivers are. Handwritten mileage logs that may or may not be accurate. No visibility of what happens after 5pm. Good vehicle tracking closes all of those gaps automatically.

- ✓ Speeding alerts sent instantly
- ✓ Out-of-hours movement flagged automatically
- ✓ Idling and harsh braking logged without manual input
- ✓ Private and business mileage separated automatically
- ✓ Full route history reviewed and played back at any time
- ✓ Driver behaviour scored and tracked over time
- ✓ All data stored securely and cannot be altered

**No manual data entry. No paperwork. Just accurate, automatic information.**

# What changes when you **start tracking**

Most businesses that invest in vehicle tracking say the same thing: they wish they had done it sooner. Here is what changes from day one.

## **Save money**

- **Reduce fuel costs** by identifying idling, poor driving behaviour, and inefficient routes
- **Avoid lease penalty charges** with accurate mileage records
- **Cut admin time:** timesheets, mileage, and HMRC reporting all generated automatically
- **Separate business and private mileage** without any manual input



## **Grow your business**

- **Dispatch the nearest driver instantly** without calling them
- **Squeeze in 2 to 3 extra jobs per day**
- Give customers **accurate ETAs** and share live driver location in real time
- **Reduce missed appointments and late arrivals** with real-time visibility



## **Protect what matters**

- **Monitor speeding, harsh braking, and idling:** address issues with evidence, not guesswork
- **Recover stolen vehicles fast** by working with law enforcement to locate assets the same day
- **Stay compliant with automated HMRC records** and private mileage separation
- **Protect your business from uninsured claims** with accurate records of every journey



**RAM customers save an average of £286 per vehicle per month. Trusted by over 23,000 businesses across the UK.**

# Stop guessing. **Start tracking.**

Getting started with RAM is straightforward. No lengthy setup. No disruption to your fleet. Here is what to expect.

## 1. Get a quote

Tell us about your fleet. We will provide a fixed monthly cost with no hidden charges.

## 2. Self-install in minutes

Our tracking device fits to your vehicle in under two minutes. No engineer visit needed.

## 3. Set up your dashboard

Define your working hours, set your alerts, and choose your reports. Your fleet is live from the first ignition.

## 4. See your fleet in real time

Every vehicle, every journey, every alert is accessible on desktop or mobile from day one.

## 5. Watch the savings follow

Within a week you will have a clearer picture of your fleet than you have ever had before. Most businesses spot their first saving within days.

Most businesses spot their first saving within days of going live.

**Every minute. Every vehicle. Every journey. Automatically logged.**

## **Real results.** Real businesses.



**“RAM Tracking helped a lot. I could use the geofencing and tell the customer exactly what time I’d arrive. In the past 12 years we’ve never missed one day of delivery”**

Alex Bailo, Founder, ASB Delivery Services

Despite **growing to 28 vehicles**, ASB Delivery Services kept fuel costs in check, **cutting diesel consumption by 20%** per van through improved driver behaviour.

**When you have complete visibility of your fleet, everything improves.** Better customer service, safer drivers, lower costs. All from one system.