

# VEHICLE TRACKING IS OUT TO GET YOU...

...there safer and quicker.

**Believe it or not, vehicle tracking is not out to get you. In fact, it's out to **HELP YOU.****

We know that vehicle tracking isn't always popular. Drivers tell us they think it's all about **keeping a beady eye on them**, stopping you from having a tea break or catch you out when you pop to the shop.

But to be honest... **that's all rubbish.**

Because as it happens, both you and the vehicle you drive are seriously important to your business. So, we'd like to keep you and your vehicle motoring along safely.

**Tracking brings a lot of benefits** that helps businesses to save money and run more efficiently. And if a company is doing well then that usually means **better job security and more opportunities.**

**It's a win-win.**

## So just why is vehicle tracking such a **GOOD THING?**

One of the biggest benefits of vehicle tracking is that it helps save fuel - and not just a little bit.

Businesses with tracking **save between 15-30%** on their fuel bill - a lot of that saving comes from choosing the right driver to pick up a job or from using a better route.



**And that's good for everyone.**

Tracking also **makes everyone safer.** If a tracked vehicle stops suddenly or is in location where it really shouldn't be, then that could mean a driver is in danger, particularly if they're working alone.

Your boss knowing where you are **isn't a bad thing.**



So what about  
**THE MYTHS?**

Tracking has been around for a long time now and we've heard a lot of the arguments drivers use to object to it.

These are a few of the **TOP CONCERNS** we've heard over the years

**1** "Now you know exactly what I'm doing **ALL** the time and you'll use that **AGAINST ME.**"

Most managers already know if one of their drivers is swinging the lead. So if you're not already, then vehicle tracking gives you nothing to worry about. It also means you can keep track of your rest breaks to make sure you're always on track and **don't miss out on YOUR ME-TIME during your working day.**

**2** "This is just a way to make me **WORK HARDER.**"

There's still the same number of working hours in the day and that's never going to change. What tracking can do is help all of us **work smarter.** For example, if one driver is closer to the next job than another, then it's a no-brainer to send the nearest person.

That **SAVES TIME, EFFORT AND MONEY.**

**3** "You can tell exactly **WHERE I'VE BEEN** and **WHAT I'VE BEEN DOING.**"

Sure – vehicle tracking shows where you've been, but it doesn't tell anyone what you've been doing. And as it turns out, knowing where you've been and when you were there can be seriously helpful.

Drivers who have been accused of speeding, causing accidents and reckless driving have all been able to prove it wasn't them **thanks to vehicle tracking.**

**4** "You'll just use this to **CHECK IF I'M DRIVING SAFELY.**"

And why not? Who wants to be an unsafe driver? But if you're not driving safely then that's as much on your employer as it is on you. Trucks, vans and other vehicles are expensive to buy and run so keeping them safe is obviously a good idea. But as a human resource, you're also expensive to look after and even more to replace, so **keeping you safe is VERY important.**

**If you're still worried by vehicle tracking, talk to your line manager.**

**Vehicle tracking is not about trying to catch you out, it's about being safer and better at your job and that's good for everyone...**