

LinkeDrive's PedalCoach App Deployed by USA Truck

One of North America's largest and most respected trucking companies chooses PedalCoach based on its proven ability to save fuel and improve driver efficiency

TCA CONFERENCE, LAS VEGAS, Nev. ([PRWEB](#)) March 07, 2016 -- [LinkeDrive™, Inc.](#), a leading provider of mobile solutions for the transportation industry, announced today that [USA Truck®, Inc.](#) (NASDAQ:USAK) has installed LinkeDrive's [PedalCoach®](#) mobile application in its fleet of trucks to increase the fuel efficiency of its fleet and augment the company's existing pay-for-performance program. Based in Van Buren, Arkansas, USA Truck is one of North America's largest and leading capacity solutions providers offering transportation and logistics services throughout the continental United States, Mexico, and Canada.

In their ongoing efforts to continuously improve the cost-efficiencies of how USA Truck buys and burns fuel for its fleet, the company's strategic sourcing team reviewed the capabilities of LinkeDrive's PedalCoach mobile application. After a year-long trial period of driving with the PedalCoach on Android devices, the team concluded that PedalCoach not only increased fuel savings, but enhanced USA Truck's existing pay-for-performance program to further improve the work satisfaction levels of its drivers.

“Our drivers are truly the backbone of USA Truck and we take great pride in the work that they do to make our company successful,” said Martin Tewari, USA Truck's President of Trucking. “As a result, we place a strong emphasis on ensuring that our drivers have work-life balance and are properly compensated for performance. Besides increasing fuel economy, LinkeDrive's pay-for-performance capabilities quickly demonstrated the overall performance of our drivers and helped us make the jobs of our drivers a bit easier while rewarding those who drove in the most fuel-efficient manner. While fuel savings was a key objective for leveraging PedalCoach, its ability to enhance our pay-for-performance capabilities is proving to be significantly positive.”

PedalCoach leverages LinkeDrive's cloud-based platform to provide real-time, adaptive feedback for improving fuel efficiency and safety. The patented solution's proprietary algorithms set a unique fueling target for each driver communicated in a simple red-yellow-green interface that allows drivers to earn “points” for achieving optimal behaviors and patterns. And linking that to USA Truck's pay-for-performance program enables the company's drivers to be financially compensated on their ability to meet pre-established goals related to performance and safety.

“I've been in the trucking industry for roughly 30 years and have seen and tested many products that claim to save trucking companies fuel. From everything I've seen since installing the PedalCoach app, I believe this is the one that will have the most impact on our industry,” said Greg Lutes, Vice President and General Manager of USA Truck's Dedicated business.

“Our intentions behind developing PedalCoach have consistently focused on increasing fuel efficiency, improving driver safety, and helping to retain drivers by offering them a compensation program that is a win for both drivers and their employers,” said Jeff Baer, LinkeDrive's founder and CEO. “We appreciate the strong partnership we have with USA Truck and are really excited to be seeing a dramatic increase in the interest that logistics businesses have shown in PedalCoach, and believe that it offers them a unique solution for dealing with some of the biggest issues that the trucking industry faces today. We are absolutely thrilled that USA Truck, an established and well-recognized leader in the industry, has deployed and stands behind the effectiveness of our technology.”



LinkeDrive's PedalCoach application can be deployed on LinkeDrive's Android device and also integrated easily on Android-based tablets installed within cabs. Installations take under 15-minutes per truck, allowing fleets and drivers to reap the rewards of LinkeDrive's technology instantly. Fleets can securely access driver and truck analytics to track trends, compare drivers, assess differences in truck models, and evaluate regional and seasonal variances in performance.

See us in Las Vegas at the 2016 TCA Convention!

LinkeDrive will be exhibiting in booth #329 at the annual [Truckload Carriers Association \(TCA\) Convention](#), March 6-9, 2016 at the Wynn Hotel and Casino in Las Vegas, Nevada. If you plan on attending, swing by to learn more about LinkeDrive and why a growing number of trucking and logistics companies are deploying PedalCoach in their cabs. We hope to see you there!

About LinkeDrive, Inc.

Based in Boston, Mass., LinkeDrive is committed to helping trucking and logistics companies improve fuel efficiency, heighten safety, and increase the retention rates of their drivers. The company's combined expertise in cloud-based, mobile technology and the trucking industry helps to deliver solutions that accurately measure, coach and report on vehicle dynamics, fuel usage and driver performance. For further information, please visit <http://www.linkedrive.com/>. Follow us on Facebook (<https://www.facebook.com/Linkedrive/>) and on Twitter [@LinkeDrive](#).



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