

## **GreenRoad Highlights Driver Behavior Monitoring and Fleet Performance Management Solutions and Expertise with New Website**

*The Site Puts Emphasis On Usability And Access To A Variety Of Mobile Based Driver and Fleet Management Solutions*

Austin, Texas, ([PRWEB](#)) May 04, 2016 -- GreenRoad Technologies, a global leader in driver safety and fleet performance management software, announced the launch of its newly redesigned website, which will showcase its expertise in powerful, mobile based driver behavior monitoring and fleet performance management technology. Through an improved website experience, GreenRoad hopes to better educate its clients and present its position as the premier fleet management software solutions provider and expert performance consulting resource in the fleet management and mobile workforce focused industries.

The new website, which is scheduled to go live May 2016, was architected to showcase its solutions for organizations seeking driver behavior and fleet management software for their industry-specific needs. Visitors can read about their patented, award-winning technology, as well as a comprehensive fleet management solutions suite, which includes: Driver Behavior, Live Fleet GPS Tracking, In-Vehicle Video Integration, Field Service Resource Locator, Fuel Optimization, Vehicle Maintenance, Hours of Service Manager, and Comprehensive Business Intelligence and Reporting tools. GreenRoad's website also highlights its expert team's advisory services like Change Management Implementation, Risk Assessment and Educational Services and expanded Support Services.

The new GreenRoad.com site will also include dedicated resources to highlight the extremely successful Fleet Elite community that has flourished over the past 5 years. Fleet Elite is a program that annually recognizes the best drivers who have demonstrated sustained excellence in driving performance and safety. The new Fleet Elite Community page will not only highlight the program itself but it will showcase the personal stories, commentary, expertise, achievements and awards from the GreenRoad customers and their drivers.

“We can't express enough how excited we are to have a new GreenRoad website up and running,” CEO Zeev Braude said. “Our site is an extremely valuable resource for industry professionals, and we know that by developing a better solutions-oriented experience, we'll be able to effectively and efficiently deliver the most important information to our website users in the most timely manner possible. We're very proud of and excited for the website's launch.”

Utilized by organizations worldwide, GreenRoad is a global leader in driver behavior monitoring and fleet performance management services, and one of the first companies in the world to specialize in mobile based driver safety and fleet management software solutions.

“We wanted our new website to reflect GreenRoad's reputation as the leading, reliable resource for fleet and mobile workforce related professionals,” GreenRoad's SVP Marketing David Rodriguez, said. “We're confident that we've accomplished that here. And with the release of our comprehensive Hours of Service offering and updated mobile offering the new website lays the foundation for the new look, feel and strategic direction of GreenRoad to become the global leader in mobile based Driver and Fleet Performance Management Solutions.”

The newly launched site can be found at [www.greenroad.com](http://www.greenroad.com)



#### About GreenRoad

GreenRoad is a global leader in fleet performance management solutions, helping organizations achieve greater productivity and improved safety and performance through real-time actionable data. GreenRoad's advanced technology and analytics help organizations of all types improve driver safety, increase operational efficiencies, and maintain corporate and regulatory compliance while reducing overall risk.

GreenRoad engages drivers directly to generate meaningful, lasting change through real-time, in-vehicle feedback and highly effective change management methodology. For more information, please visit [www.greenroad.com](http://www.greenroad.com), and follow GreenRoad on Twitter, @GreenRoadNews.



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).