

Zipcar Bring the Urban Mobility Debate to Connected Fleets Europe 2015

TU-Automotive can reveal an exciting addition to the Connected Fleets Europe 2015 speaker line-up. Mark Walker, General Manager UK at Zipcar, will join the feature panel that explores how fleet management solutions are making inroads into new models of urban mobility such as car sharing and leasing.

([PRWEB](#)) January 06, 2015 -- TU-Automotive can reveal an exciting addition to the Connected Fleets Europe 2015 speaker line-up. Mark Walker, General Manager UK at Zipcar, will join the feature panel that explores how fleet management solutions are making inroads into new models of urban mobility such as car sharing and leasing.

For the first time, Connected Fleets Europe will look into some of the up-and-coming areas that fleet management solutions are being applied to. This symbolises the huge opportunity for adapted connected fleets solution in consumer transportation as new models of car ownership and urban mobility come to the fore. Creating solutions that help fleet managers at organisations such as Zipcar to track & maintain their fleets as well as enhancing their customers' experience are just the beginning of FMS in this growth market.

Justin Parker, Project Director at TU-Automotive said: "I'm really excited about this new avenue for connected fleets. There's some work to be done in understanding the specific requirements of car sharing and leasing companies when it comes to fleet management, but this is a huge opportunity for those involved with connected fleets. To have a leading organisation such as Zipcar speaking at Connected Fleets Europe 2015 is a clear sign that the synergies are there and solutions are required!"

Click here to see the other speakers at Connected Fleets Europe: <http://www.tu-auto.com/fleeteurope/conference-speakers.php>

Cutting Edge Conference Topics:

The Connected Fleets Europe 2015 agenda has been released and is constantly being updated. Take a look at the topics that are defining the industry -

- The Modern Supply Chain Is Evolving
- Fleets Solutions For Next Gen Mobility Models
- Mergers, Acquisitions & Investment
- Cracking The Data Standardisation Code
- Delivering On Duty Of Care

For the complete Connected Fleets Europe 2015 conference program and speaker line-up, access the e-brochure at <http://www.tu-auto.com/fleeteurope/conference-event-brochure.php> or contact the Telematics Update team at [fleeteu\(at\)tu-auto\(dot\)com](mailto:fleeteu(at)tu-auto(dot)com)

Register before 16th January via the secure link below to take advantage of a €200 saving on all conference passes: <http://www.tu-auto.com/fleeteurope/register.php>

"The conference has an ideal mix of telematics experts, customers and vendors to network with. It is an



excellent opportunity to understand recent and future trends” Daimler

About TU-Automotive:

TU-Automotive Conferences are the most prestigious in the industry. We produce the largest telematics events in North America, Europe & Asia, and attract the most influential speakers providing a rich environment for establishing strategic relationships and networking.

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