



## Telematics Update's Fleet & Asset Management Report

*The fleet telematics industry has reached a critical juncture. Unlike consumer telematics, which has grown dramatically in recent years, the fleet side of the sector has experienced more modest growth. As the cost of fleet telematics technologies continue to drop, however, and as owners become more concerned with the bottom-line efficiency and safety of their fleets, the industry seems poised for resurgence. Current conservative forecasts project significant upside potential. To guide, telematics vendors on achieving greater market penetration Telematics Update is about to release its first Fleet & Asset Management Report.*

([PRWEB](#)) January 11, 2012 -- The question is which companies in the fleet and asset management industry will take advantage of the growing momentum and which will miss out. The need within the industry for best practice understanding and market analysis has therefore never been higher. To meet this need, Telematics Update has produced the Fleet and Asset Management Report 2012, which details the latest market trends, opportunities, partnerships, and models that will shape the fleet & asset management industry in the coming year.

Helen Hartlief, International Marketing Manager, KPN, can attest: "In an age when budgets are tight and the need to justify ROI of business intelligence is paramount, Telematics Update's insight-packed case studies and proprietary data make the decision for you."

The report is built around case studies from top-level executives in the fleet & asset management space. These case studies illuminate specific company solutions as well as broader partnerships and approaches to current market challenges. The report also provides in-depth interviews with fleet operators, innovators, and automakers to gain perspective from the customer end of the market. More than 30 companies are profiled in total, and they include the likes of Qualcomm, Trimble, Hughes, Ford, General Motors, and Volvo.

In addition, the report complements its numerous case studies with a break down of the fleet provider value chain, competitive analysis of market drivers, forecasts of key trends, and insight into new government regulations that will impact how U.S. and E.U. fleets are owned and operated. What emerges by the end of the 140 page report is a comprehensive understanding of the market built upon individual insights and practices.

Scott McCormick, President, the Connected Vehicle Trade Association, said "With exclusive market data and in-depth insight provided by dozens of industry experts, this report provides an exceptional quality and quantity of content".

The report is available now for purchase. To learn more or to download the free brochure, please visit: <http://www.telematicsupdate.com/fleet-report/index.php>

Alternatively you can contact Charlotte Wright, Marketing Manager, Telematics Update, on + 44 (0) 2073757585 or [reports\(at\)telematicsupdate\(dot\)com](mailto:reports(at)telematicsupdate(dot)com)

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