

## **"Innovation in Fleet Management 2007"**

Growth is a word most closely associated with transport today and projected figures forecast a 24 percent increase in passenger traffic demand over the next while - with the demand for the transport of goods within the European Union alone expected to increase by 38% before the year 2013. To deal with the need for the efficient and effect movement of people and goods vehicles, we are looking more and more to intelligently linked traffic systems.

To some extent the automobile manufacturers meet these challenges with technological innovations and joint actions. These include the internal use of information technology, increased co-operation with suppliers, as well as providing new telematics solutions for motor vehicles and the road infrastructure. Throughout the Institute's research into this area we were however, interested in finding onboard solutions available for the motorist and fleet operator who is without these systems already on his vehicles, and 'Garmin came up trumps.

Commenting on the Award to 'Garmin for their recent success in winning the Institute of Transport Management's 'Innovation in Fleet Management Award', Mr. Sheedy, Media & PR Director for the Institute, said: 'Realising the need for improving vehicle mobility, to reduce costs and lessen the harmful effects on our overstressed environment, we took on a research study to look at fleet management systems available on the market, to deal with these issues and we were particularly impressed with Garmin's offerings.

Garmin successfully identified that part of the logistics cycle that is now the focus of attention is supply chain traceability, particularly the tracking and traceability of transport, personnel and goods. Vehicle tracking has become an essential provision for any successful fleet management team. Garmin services provide a support tool to the transport process that is designed to promote efficiency, speed, cost savings and higher levels of Productivity within the transport arena.

Forming strategic alliances with technology facilitators has allowed Garmin to add an innovative interactive element to their service that many fleet systems today are still lacking. In a sector where product innovation is key Garmin's systems allows for immediate and direct communication between the drivers and fleet management via text messaging and instant re-routing message sending. In this dynamic business environment where unforeseen route changes/ delivery requirements happen daily this system provides fleet management with significant time and cost savings due to its advanced connectivity and tracking elements'.

Garmin's Automotive Product Manager, Giovanni Di Santo, said, 'We are very proud to be awarded the prestigious honour of Innovation in Fleet Management 2007 by the ITM. The outstanding efforts by the Garmin teams on both sides of the Atlantic contributed to this award. By successfully identifying that one of the most important part of the logistics cycle is supply chain traceability, particularly the tracking and traceability of transport, personnel and goods, we provided a support tool to the transport process that promotes efficiency, speed, costs savings and higher levels of productivity within the transport arena which sets us apart from other manufacturers".

Mr. Sheedy concludes by saying: "The key role of the industry is to promote technological development and provide integrated solutions for transport and mobility. Ongoing and dedicated commitment is needed to address long-term issues such as alternative energy sources, infrastructure and traffic management to ease the pressure on our roads and build an effective and moving transport system. In the meantime Garmin systems provide the fleet manager with everything he needs for effective fleet management in an increasingly fraught and demanding industry."

