



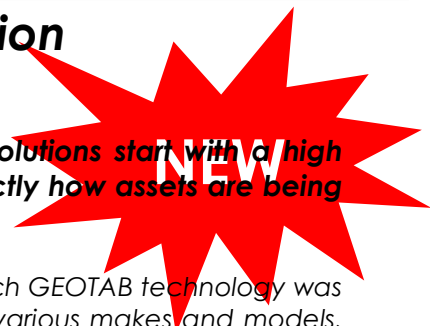
GEOTAB helps reduce fuel costs by accurate idle time reduction



GEOTAB PROVIDES THE MOST ACCURATE GPS TRIP RECORDING IN THE WORLD!

- ✓ **Wireless data upload** via 900 MHz RF solution – **no monthly running costs**
- ✓ **Optional WIFI solution** for greater security – **Supports WPA and WEP encryption**
- ✓ **View your assets in real-time** with GO Live solution – **GSM and CDMA options available**
- ✓ **GPS navigation support for PDA or Windows CE devices**
- ✓ up to **10000 miles** on-board recording using the world's only **GPS discriminating processor** that **accurately depicts distance while optimizing memory**
- ✓ **second-by-second accident data**
- ✓ **flexible base unit allows future plug-in options including real time cellular or satellite AVL solutions**
- ✓ **monitors auxiliary devices (PTOs)**
- ✓ Vehicle **immobilization wiring** is available as an add-on accessory
- ✓ Tamper resistant/ water resistant housing

GEOTAB fleet management solutions start with a high resolution perspective of exactly how assets are being used in the field.



The 2003 Fleet Challenge, in which GEOTAB technology was installed on 16 fleet vehicles of various makes and models, generated some interesting results: Each vehicle was driven for 30 days under normal driver behavior. GEOTAB data was then taken and baseline idling data was reported to each driver.

Each fleet was given the challenge – to achieve the lowest possible idle time. The fleet with the lowest overall idle time would win the Fleet Challenge. GEOTAB is proud that the winning fleets all participated in the contest using GEOTAB technology that gave them the accurate information they needed to better inform the drivers of where they were idling. Drivers became much more conscious of their idling and the result was at least a 10% reduction in idle time for first time participating fleets. Fleets that had participated in past years with idle-limiting technology were surprised to find how high their idling really was.

By implementing GEOTAB solely to reduce fuel costs by implementing and enforcing a 5 minute idle rule, will result in the payback of the GEOTAB investment within 6 to 12 months for most fleets.

GEOTAB is the first expandable platform in the world that allows fleet managers to create the right hardware and software configuration to meet their operating objectives and budget. To review your fleet-specific requirements for productivity and payback, please invite GEOTAB for a 2 hour fleet and business strategy meeting where **addressing your objectives is our priority.**

Contact GEOTAB at 1-877-436-8221 or email geoinfo@geotab.com