Ford is putting an all-new look and feel on its commercial telematics product at the Work Truck Show in Indianapolis. Ford Telematics powered by Telogis is the next generation – and the evolution – of what was formerly known as Ford Crew Chief. If news of the launch itself doesn’t put you on the edge of your seat, consider how Ford Telematics will have a profound effect on how your customers run their businesses, and their long-term relationships with your dealership.

In as little as two years from now, half of the cars sold will have some kind of connectivity (either built-in or brought-in), and by 2022 there will be more than a billion connected vehicles on the road, according to research firm Analyses Mason.

What’s more, the commercial telematics market—the application of a blend of technologies and connectivity applied to companies of all sizes—is predicted to register a healthy compound annual growth rate of 18% as it surges from $14.67 billion in 2013 to more than $46 billion by 2020, according to Transparency Market Research.1

“Commercial telematics has clearly arrived, and has moved beyond a nice-to-have. Today it’s a have-to-have,” said Greg Dziewit, vice president, commercial OEM for Telogis, the technology muscle behind Ford Telematics. “With Ford Telematics, Ford is sending a clear signal that its intent is to continue to lead and never follow.”

FORD TELEMATICS - EXPLAINED

Ford Telematics provides fleet managers with a 360-degree view of their mobile workforce. It captures location and vehicle data using a factory-installed device that transmits the information to the Telogis platform. Business owners and their fleet teams can log into a secure web portal to view the information in real time, and use it to identify ways to improve operations, driver safety, overall productivity and efficiency.

Fleet information systems are continuing to gain popularity with fleets of all sizes as they begin to adopt and implement the technology and realize the host of benefits it delivers.

Despite the uptick in demand, there is plenty of room for growth. Today, just over 10% of fleets use a telematics solution. Industry analysts are predicting a surge in adoption of products such as Ford Telematics in the months and years to come.

“The beauty of Ford Telematics powered by Telogis is that it’s vastly innovative compared to other solutions and it’s factory-fit or can be easily installed in aftermarket in Ford vehicles, so it’s easy,” said Dziewit. “That puts Ford dealers in a unique position to leverage the growing market - to sell a product that can have a transformative effect on their customer’s business and earn that customer’s loyalty over the long haul.”

To learn more about Ford Telematics, visit www.telogis.com/ford
A tale of two vans.

This van is on a delivery. This van is on a delivery equipped with available Ford Telematics™ powered by Telogis.

Next-generation product streams real-time information regarding this van’s journey. Information like:

• It’s headed northbound on I-275.
• The van’s average speed is 53 miles per hour.
• The pressure in the driver’s side rear left tire is low, and the oil life has only 8% remaining before scheduled maintenance is required.
• Even information indicating the driver isn’t wearing a safety belt.

With reports varying on driving conditions, fuel efficiency to assets utilization and vehicle maintenance, Ford Telematics powered by Telogis sends game-changing insights that can transform your fleet business.

telogis.com/ford

Ford Telematics powered by Telogis is available factory-fit on select Ford vehicles and aftermarket.