

Azuga Announces International Expansion, Serving over 100 Fleets in 10 Countries Across the Globe

As connected vehicle solutions rise in global popularity, demand for the Silicon Valley-based solution's innovative plug-and-play technology increases

San Jose, Calif. ([PRWEB](#)) May 18, 2016 -- [Azuga™](#), a leading provider of connected vehicle technology today announced the expansion of its sales operations serving over 100 fleets in 10 countries across Latin America, Europe, India and parts of the Middle East. The expansion comes as the Mobile Resource Management (MRM) sector forecasts 50% growth over the next five years in Brazil, Russia, India and China (BRIC countries). With mass adoption only a few years away, Azuga has made the necessary investments to continue leading the plug-and-play connected vehicle technology sector on a global scale.

“Our next-generation, easy-to-use connected vehicle solutions are now disrupting the fleet telematics market internationally with driver-friendly fleet telematics, dramatically lower costs and country-specific customizations,” said Ananth Rani, co-founder and president of Azuga. “Azuga’s expanded presence was made possible in partnership with Danlaw, a global provider of OBD II hardware with vehicle compatibility that’s unmatched in the industry. Millions of miles of road testing across the globe have given Azuga the platform for this international expansion.”

Already Making an International Impact

After only six months, Azuga has successfully helped Whirlpool® Mexico’s Home Service Technician division improve customer service and increase overall productivity. The company’s easy-to-install technology allowed for a very quick implementation into the fleet’s 100 vehicles. In turn, the fleet has already experienced a savings of 500,000 pesos per year as maintenance, fuel and operational costs have been significantly reduced.

With its roots in Detroit, this Silicon Valley-based telematics company couples automotive industry experience with leading technology and innovation in order to provide a suite of game-changing fleet solutions. The solution combines traditional GPS fleet tracking with driver visibility, gamification, employer-funded rewards, social sharing and Azuga-funded awards. These additional social telematics driver-centric features have enabled fleet managers to experience significant and positive shifts in company morale, as well as an increase in overall ROI. On the hardware front, besides automotive-grade electronics and deep vehicle protocol knowledge, Azuga’s partnership with Danlaw brings new concepts like lifetime hardware warranties to these international markets.

“We selected Azuga for its painless and quick installation and implementation as well as its geofencing and driver safety features,” said Tim Whittaker director of Leamoco, one of the UK’s leading car part specialists. “We are really excited that we had an option in the UK that allowed us to easily access rich engine and driver behavior data as well as gamification of the driver experience. This ensures we can improve and exceed customer expectations on delivery times, and continue to improve efficiency and safety across the fleet. Having had time to use this system properly, and seeing the positive impact it has had on the business, I can state that it has delivered all that we hoped for. We now wouldn’t be without it.”

Currently, Azuga’s connected vehicle solution for fleets is available internationally from [select partners and resellers](#). To learn more about Azuga Fleet’s award-winning technology and its approach to fleet telematics, visit the company’s new website, <http://www.azuga.com>.



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About Azuga

Azuga™ is helping to make roads around the world safer with innovative solutions for GPS vehicle tracking, driver performance management, emissions testing and road usage charging. Our easy-to-install, intuitive connected car solutions are backed by a lifetime warranty. For more information, visit <http://www.azuga.com> and follow us on Twitter [@Azuga_GPS](https://twitter.com/Azuga_GPS).



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