



FleetMatics Launches Canadian Sales Office to Meet Demand for its GPS Fleet Tracking System

Canadian businesses with vehicle fleets will now receive increased sales support and wider access to proven GPS tracking technology for improved fleet performance.

Arlington Heights, IL. (Vocus/PRWEB) January 04, 2011 -- FleetMatics, a market leader of GPS tracking for commercial fleet vehicles, announced today that it will open a new sales office to handle the increased demand for its [GPS vehicle tracking solutions](#) in Canada. David Brown, FleetMatics Vice President of Web Sales, will lead the Canadian sales team. Mr. Brown, from Toronto, has been with FleetMatics since May 2010 and brings over 20 years of sales experience in the Canadian, US and European markets to the new team.

“FleetMatics moved into the Canadian market in December of last year and has experienced considerable positive reception to its unique GPS tracking solution,” said Mr. Brown. “A dedicated Canadian sales team will help us better serve our Canadian clients and gain additional prominence in the North America marketplace.”

Like in much of the rest of the world, Canadian businesses have struggled to maintain [profitability](#) during the current economic crisis. But businesses with vehicle fleets face the additional challenges of volatile fuel costs and lack of control over their mobile assets.

The [FleetMatics GPS Tracking System](#) uses satellite technology to monitor location, speed, idle time and engine status of fleet vehicles. This information is transmitted to business owners via the Internet and presented in easy-to-read, informative reports. Business owners can use these reports to decrease fuel consumption, comply with carbon reduction initiatives, improve employee efficiency and reduce cost leakage.

“The tremendous response to our GPS tracking system in the Canadian market proves the universal appeal of the FleetMatics solution. Our growth in the crowded GPS tracking landscape can be directly attributed to the tangible financial results our clients throughout the world experience after installing our system,” said Jim Travers, FleetMatics CEO. “We are extremely excited that Canadian businesses have adopted our solution so readily and hope to further penetrate this market with a sales team focused solely on the unique needs of Canadian fleet owners.”

Many Canadian fleet owners have already experienced substantial benefits from GPS tracking in just the short time that the FleetMatics GPS Tracking System has been available in Canada.

"Di-Tech is committed to providing our customers with the highest level of service and excellence through leading edge technology and innovation, said Ted Johnson, owner of Di-Tech International, a leader in the construction and demolition industry in Winnipeg, MB. “FleetMatics is helping us keep this commitment with the real-time visibility it provides us so we can respond to our customer’s needs with a sense of urgency.”

About FleetMatics

FleetMatics is a rapidly growing, privately-funded software-as-a-service (SaaS) company focused on live GPS tracking for fleet vehicles. FleetMatics’ comprehensive software offerings are designed for businesses of all sizes that focus on improving customer service, real-time operations visibility and maximum performance from their vehicles and service representatives.

FleetMatics handles all the technology issues so customers focus strictly on their business to realize a rapid and



ongoing ROI that includes increased revenue, reduced costs, and ability to grow profitably. For more information, visit www.fleetmatics.com or call 866.844.2235.

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