



GPS Tracking Service Helps Charlotte Fleet Owners Take Control Of Their Mobile Workforce

Charlotte fleet owners, managers and mobile workforce dispatchers now have access to fleet monitoring and reporting tools used by their counterparts in larger metropolitan areas.

Salisbury, MD ([PRWEB](#)) December 10, 2005 -- Fresh off of its #4 ranking in Expansion magazine as one of "America's 50 Hottest Cities" for business relocations and expansions, Charlotte can now offer its businesses with mobile workforces access to one of the hottest technologies in the business productivity software sector – GPS-based fleet management.

Navtrak Inc., the leader in GPS-based vehicle tracking for mobile workforces, announced today its expansion into the Charlotte metro area. Navtrak's GPS-based tracking service gives Charlotte fleet owners a comprehensive suite of fleet monitoring, mapping and reporting solutions that provide in-depth analysis into mobile workforce performance, as well as real-time productivity tools to dramatically improve a business's bottom line.

"We're experiencing tremendous growth in major markets, as fleet owners realize that putting their drivers and mobile assets on the road without being able to track those investments is simply unacceptable," says Ron Hodges, founder and CEO of Navtrak. "Navtrak has developed the technology that enables the fleet owner to virtually "ride along" with their entire fleet, right from their PC. As a business owner with a fleet on the road myself, I know how important it is to maximize the efficiency of my drivers."

Navtrak's service tracks vehicles by using a dynamic combination of Global Positioning System (GPS), satellite location and cellular data transmission via a "black box" modem that is installed in the vehicle being monitored. Vehicle location, speeds traveled, starts, stops, idle times and numerous other events in the vehicle are all captured and stored for up to 90 days. Mr. Hodges adds, "We can have your vehicles equipped with our boxes and displayed on your PC monitor in a matter of hours. The technology itself is quite simple – it's the analysis and reporting that our team of 70-plus employees puts into the service that enables it to pay for itself in a matter of weeks or months."

Mr. Hodges further notes that Navtrak's expansion into the Charlotte market was precipitated in part by considerable interest in the service from Charlotte fleet owners who responded to Navtrak's national campaigns, and by data showing Charlotte to be a dynamic market open to new businesses, particularly service industries, and a metro area with a bright economic outlook.

Navtrak's fleet management solution is available to fleets of any size, and has been implemented in virtually every service segment, including contracting, construction, food service, landscaping, HVAC, emergency response vehicles, public works and more.

About Navtrak:

Navtrak is the industry leader in the development of GPS fleet management solutions. Navtrak's Street Suite™ software has received national recognition from users, industry experts and media for being the most powerful, comprehensive and intuitive fleet monitoring, mapping and reporting solution on the market.



Navtrak Inc. is headquartered in Salisbury, Maryland, with regional sales and service operations in New England, Los Angeles, New Jersey/NY Metro, Miami, Philadelphia, Charlotte Metro and the Baltimore/Washington & Mid-Atlantic region. There are currently over 1000 organizations and 14,000 vehicles on the road utilizing the Navtrak fleet productivity solution.

For more information, visit Navtrak at <http://www.navtrak.net> or call 800-787-2337.

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