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Focused conference and exhibition for the commercial telematics and fleet management industry.

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www.telematicsupdate.com/fleet

Telematics for Fleet Management USA 2012

November 13-14, Westin Buckhead, Atlanta, GA, USA

Fleet Telematics Geared for Mass Market: Utilize Data, Heightened Applications and Connectivity to Deliver ROI for Fleet Operators

- ▶ **CREATE TRANSPARENT AND SEAMLESS FLEET OPERATIONS:** Understand the types of benchmarking such as 'performance' and 'energy', relevant to fleet operations to give context to data and visibility to fleet managers for operational efficiency
- ▶ **ESTABLISH OEMS' PRIORITIES FROM A FLEET PERSPECTIVE:** Understand which additional data is being sent to the engine bus such as RPM, odometer, fuel usage in real-time and flow indication to monitor myriad data streams and offer a comprehensive telematics solutions portfolio
- ▶ **CUSTOMISING A FLEET SPECIFIC PLATFORM:** Discuss how to make a standard platform, with multiple layers, that can be re-packaged and re-used across different vehicle models and industries to reduce overhead expenditure
- ▶ **SERVICE AS A SOFTWARE (SAAS) – PROSPER THROUGH CUTTING-EDGE BUSINESS MODELS:** Assess how to adopt a competitive pricing model that takes into account initial setup, usage parameters and opportunities to charge per transaction of data to gain optimum ROI
- ▶ **LEVERAGE THE LUCRATIVE INSURANCE NICHE:** Review past product design and implementation from Zurich; discuss successful and failed products to build the perfect commercial insurance solution for fleets
- ▶ **EMBRACING THE 4G FUTURE:** Consider the 4G spectrum to integrate new fleet centric services such as real-time maps and driver behavior monitoring that will encourage heightened safety and promote fuel efficiency

EXPERT SPEAKERS INCLUDE:

VOLVO PACCAR



- ✓ 200+ Executive Delegates
- ✓ 30+ Expert Speakers
- ✓ 20 Business-Focussed Sessions
- ✓ 20+ Hours of Supreme Networking
- ✓ In-depth Industry Case Studies and Dynamic Panel Discussions

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“As a Telematics Program Manager for a large US fleet, I found the show to be a great opportunity to learn and share ideas with other industry leaders”

ADT Securities

Scan me for latest speaker additions and new sessions



Visit the website today for the latest updates on top speakers, sessions and the full conference program!

www.telematicsupdate.com/fleet

Telematics for Fleet Management USA 2012

TELEMATICS SOLUTIONS FOR FLEET MANAGEMENT APPROACHES TIPPING POINT

Fleet telematics remains on course for substantial growth with forecast **CAGR rates of 15.9% from 2010 to 2015**. In addition, the MRM market is rapidly expanding in the US. The number of units in service by **2014 is expected to reach 7.5 million**. This represents a 50% growth from 2011 and an industry worth \$4 billion. **This is no longer a niche market and the time to position your company accordingly is now.**

The growth of this market has brought consolidation. Through mergers and acquisitions, companies are strategically positioning themselves to extend their offerings and corner revenues and profits. Therefore, it is time to align your company with the evolving trends, compliancy issues and compatibility to meet the needs of the end user to capture and retain more business.

At the conference you can learn about the latest strategies and maximize on early partnership opportunities. Accelerate the uptake of telematics solutions in fleets and provide a revitalized solutions package to your clients. Standing still is not an option in this shifting market.

We will equip your business with the industry insights necessary to capitalize on this lucrative period in the market's evolution.

By attending Telematics for Fleet Management USA 2012, you will hear expert speakers address cutting edge industry topics and:

- ▶ Identify the nuances of emerging global markets
- ▶ Learn about key acquisitions and investment in the telematics industry
- ▶ Assess the impact of new tech. transforming the fleet telematics landscape
- ▶ Hear results from Govt. pilots addressing alternative fuels
- ▶ Examine the insurance industry as it integrates telematics data and equipment within the fleet sector

... and much more. **Open now to take a look at the full agenda.**

Here's what last year's attendees had to say:

"Telematics manufacturers, end users, software and service providers, all in one place. It was fantastic! My company made many contacts and have closed several deals as a direct result of this event"
Pointer, Inc

"I look forward to this event every year. The best avenue to meet with my peers in the MRM space and discuss trends and common practices" **Garmin**

To deliver the very latest critical analysis of industry topics and game changing solutions we have hand-picked speakers from across the value chain in key organisations and companies such as: Volvo, Onstar, FMCSA, Donlen, NREL, Paccar, GE Capital, Telogis, Sprint, Wright Express and many more...

93% of previous attendees would recommend attending the conference to meet fellow fleet and telematics executives.

Telematics for Fleet Management USA 2012 will be the 10th annual consortium for this industry to share their visions for this expanding industry and prepare for imminent government decisions in 2013.

Secure your place today using the registration form enclosed or go to www.telematicsupdate.com/fleet

I look forward to seeing you in Atlanta this November!

Kind Regards,



Andrew Pym
Project Director
Telematics Update
apym@telematicsupdate.com



TOP-LEVEL SPEAKERS INCLUDE:



Sanjay Khunger,
Chief Technologist,
OnStar



Clem Driscoll,
Founder & Managing Partner,
C.J. Driscoll & Associates



Deborah Freund,
Senior Transportation Specialist,
FMCSA



Dyan Finkhousen,
Telematics Product Leader,
GE Capital



Ed Dubens,
CEO,
Interactive Driving Systems



Jeff Pursell,
Vice President, Telematics and Strategic Development, **Donlen**



Don Francis,
Coordinator,
Clean Cities-Atlanta



Kevin Moore,
Vice President OEM Sales,
Telogis



Pete Wilson,
Manager, Strategic Accounts,
Rogers Communication



Richard Wallace,
Director Transportation Systems Analysis,
Center for Automotive Research



Ryan Daley,
Federal Fleet Project Leader,
National Renewable Energy Laboratory (NREL)



Chad Sallman,
Manager - Business Development,
Garmin



Scott McCormick,
President,
Connected Vehicle Trade Association



Mark Goettel,
Telematics Business Manager,
Wright Express



Jim Noble,
Line of Business Director, Motor Fleet,
Zurich

Contact the Telematics Update team at fleet@telematicsupdate.com or
(US) 1 800 814 3459 x 7599 or (global) +44 (0) 207 375 7599

The Only Business Forum Dedicated to Fleet Telematics:

ALL NEW
FOR
2012!

GEAR-UP FOR IMPENDING GOVERNMENT DECISIONS ON FLEET TELEMATICS TECHNOLOGY

After months of carefully tailored research, we are proud to present you with the 10th annual business conference for the rapidly growing fleet management ecosystem. Assess and build partnerships and business models within the telematics ecosystem, to prepare for the potential government mandate and continued market consolidation.

KEY STATS

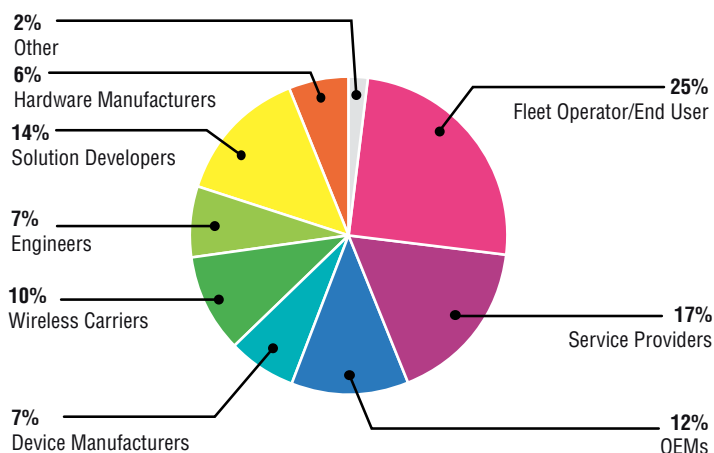
93% of 2011 Telematics Update attendees would recommend the conference to a colleague

95% of 2011 Telematics Update attendees rated the networking as excellent

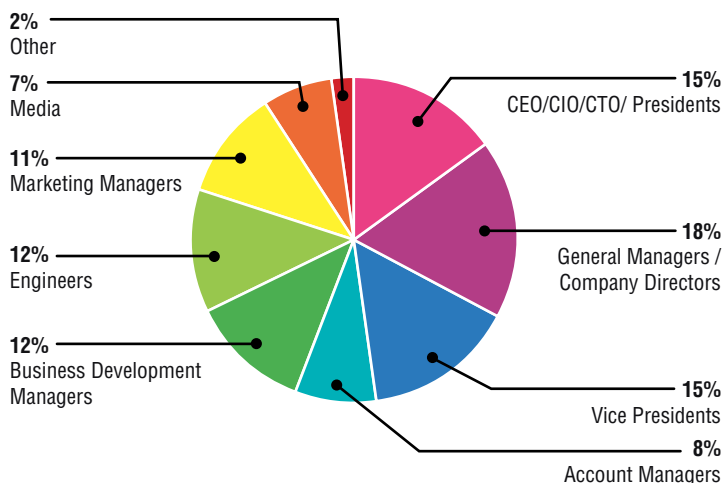
87% of delegates rated our speakers top class

SEE WHO YOU'LL MEET AND DO BUSINESS WITH:

ATTENDEES BY INDUSTRY SECTOR



ATTENDEES BY JOB TITLE



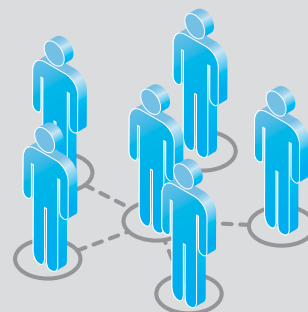
5 REASONS TO ATTEND TELEMATICS FOR FLEET MANAGEMENT USA 2012

- Unrivaled Speaker Line-Up:** Over 30+ pioneers and leaders will share their wisdom and strategies. Companies include Volvo, Nestlé, OnStar, Telogis, USDOT, Sprint, Rogers, GE Capital, Zurich, Hertz and many more.
- Practical & Real Business Advice:** Learn from those who are in the process of devising partnerships and integrating tech. solutions, how to successfully develop and integrate telematics solutions into fleets.
- Weeks of Research in 2 Days:** Save weeks of desk research by receiving up to the minute business intelligence, case studies and industry announcements to determine what is required by your organization to succeed in this very active marketplace.
- Fill Your Contact Book:** Over 200 senior level executives will attend from every sector of the fleet telematics technology ecosystem, including fleet operators, OEMs, US Government, tier 1 suppliers, solution integrators and many more.
- Multiple Networking Opportunities:** Lay a firm foundation for success by meeting the who's who of the fleet telematics world all under one roof!

INTERACTIVE DELEGATE LIST FOR ONE-TO-ONE MEETINGS

Our exclusive Online Networking Center means you can personally and directly contact all conference attendees pre and post event

2 MONTHS OF
EXCLUSIVE
NETWORKING



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TICKET TODAY! VISIT
WWW.TELEMATICSUPDATE.COM/FLEET

For the full speaker line-up and the most up to date Telematics for Fleet Management USA info visit www.telematicsupdate.com/fleet

Keynote Sessions:

The Essential Annual Mobile Resource Management (MRM) Market Update

Fleet management and tracking systems will witness an annual growth rate of 27% per year until 2016. Here we analyze the market trends and drivers behind this growth:

- Hear predictions for the role of new and established players in the market as driver monitoring continues to act as a catalyst for growth to set yourself apart from the competition
- Understand which key drivers such as vehicle 'hot spots' and 'blended solutions' are responsible for the widening performance gap between MRM market leaders and the rest
- Identify the nuances of emerging global markets. Develop solutions that are specific to BRIC markets' requirements and legal frameworks

Clem Driscoll, *Founder & Managing Partner*, **C.J Driscoll & Associates**

Mark Licht, *President*, **Licht & Associates**

Just Announced:

Exclusive insights from **Volvo**
Full session details can be found at
www.telematicsupdate.com/fleet

“ The show was great for networking. ” **Volvo**



Data: From Collection, To Analytics

Data Analysis: The Shift in the Industry

- Get to grips with the evolving industry as it turns to OBD. Understand the direction of the market and make sure you stay ahead of the curve.
- Heighten your telematics offerings through on-board diagnostics, increase the accuracy and speed of processed data to draw in new business partners
- Learn how to develop your own OBD systems through strategy design, analysis and calibration of threshold setting parameters, to maximize your returns
- Analyze price points for OBD and learn where premiums can be charged for additional readings of engine data such as the odometer and accelerometer to drive revenues

Richard Wallace, *Director - Transportation Systems Analysis*, **CAR Group**

Case Study: Attain Success with Benchmarking for Fleets

Amounted data allows better comparisons and analysis. Uncover the parameters of cross industry analysis that sheds light on how some fleets are more efficient than others.

- Understand the types of benchmarking such as 'performance' and 'energy', relevant to fleet operations to give context to data and visibility to fleet manager's operational efficiency
- Consider the need for more granular data and data mining so that fleet operators can evaluate repair times and allow benchmarking of vehicle repair maintenance systems (VMRS)
- Create a model that will allow you to benchmark and monitor vehicle health, emissions, driver behavior and fuel consumption through data referencing to heighten the value of your solutions

Dyan Finkhousen, *Telematics Product Leader*, **GE Capital**

Fleet Operator (for further speaker information visit www.telematicsupdate.com/fleet)

Data is Key: Opening the Data Net

Receive an update from Paccar regarding data captured by the CAN Bus and ensure your solutions are fully prepared.

- Understand which additional data is being sent to engine bus such as RPM, odometer, fuel usage in real time and flow indication to monitor all data and offer a comprehensive telematics solution
- Analyze how hybrid data such as fuel cell rate for gasoline is affecting the efficiency of telematics offerings and how to capture this data for your advantage
- Develop means of managing the large amounts of data that is being sent by the OEMs to the engine bus to attract business partnerships from the automakers

Bill Kahn, *Engineering Manager - Advanced Concepts*, **Paccar**

Revolutionary Business Models

Lay Out Your Software Strategy

With the industry evolving at a rapid pace, evolving business models need to be considered. Contemplate a discussion on a flexible approach to stay current in the industry.

- Analyze the limitations of SaaS (software as a service) solutions such as compatibility with hardware, compliance issues and maintenance to ensure business resources aren't drained
- Assess how to adopt a competitive pricing model that takes into account initial setup, usage parameters and opportunities to charge per transaction of data to gain optimum ROI
- Learn how business models such as monthly subscriptions and service as software are attracting interest from private equity firms to garner support for your business

For further speaker information visit www.telematicsupdate.com/fleet



Start the discussion today. Join in the conversation on Twitter **#FLEETUSA**

Keynote Sessions:

Managing Driving Behavior to Improve Business Performance

Most companies say they want to improve driving behavior. Understand why, how, and compelling reasons for action.

- ▶ Learn how driving behavior influences not only the risk of accidents and damages but also the cost of driving, including fuel consumption and CO2 emissions
- ▶ How do you implement a policy and improve driving behavior? Determine expectations and discover ways to ensure compliance
- ▶ A case study in quantifying costs and benefits. Discuss real-world examples of how fleet managers improved driving behavior and effects on the performance for their business

Jeffrey Pursell, *Vice President, Telematics and Strategic Development*, **Donlen**

Open & Closed Doors in Fleet Telematics

With the wireless carriers responsible for consolidating the telematics industry, we discuss the impact of data transference and its accessibility and the impetus on open vs. closed telematics platforms.

- ▶ Consider the roadblocks for open telematics platform such as technical architecture and scalability to efficiently assess the direction of your products, services and partners
- ▶ Understand why wireless carriers are supporting different platforms and the industry implications of inbuilt platforms to map-out the landscape of your products
- ▶ Discuss how to make a standard platform, with multiple layers, that can be re-packaged and re-used across different vehicle models and industries to reduce overhead expenditure

Sanjay Khunger, *Chief Technologist, Systems & Technology*, **OnStar**

Essential EOBR Update

- ▶ In light of the vacated mandate from the FMCSA's April 2010 rule, questions remain as to the status of the U.S. EOBR rulemaking activity. Receive an update and prepare your adoption strategy.
- ▶ Understand how FMCSA rules and NHTSA Guidance on driver distraction will affect fleet operations to develop solutions in accordance with govt. requirements
- ▶ Gain an insight into the FMCSA's attention to devices such as PNDs, and windshield-mounted cameras causing POV prevention to ensure your aftermarket offerings are compliant
- ▶ Get up-to-date with the Supplemental Notice of Proposed Rulemaking concerning EOBRs to stay ahead of the compliancy curve

Debbie Freund, *Senior Transportation Specialist*, **FMCSA**

Breakthrough Technologies:

4G Going Forward

With the wireless carriers making acquisitions and offering in-house solutions, industry dynamics are changing. Take a revised look at the value chain and the position of the wireless carriers.

- ▶ Consider the 4G spectrum to integrate new fleet centric services such as real-time maps and driver behavior monitoring that will encourage heightened safety and promote fuel efficiency
- ▶ Assess the needs of the end-user in terms of connectivity requirements and data demand to effectively customize your solutions, offering a higher value of service and customer retention
- ▶ Construct a migration plan incorporating retrofitting and replacing obsolete hardware to stay ahead of the curve and prepare for the next generation spectrum

Pete Wilson, **Rogers Communication**

Sanjay Khunger, *Chief Technologist, Systems & Technology*, **OnStar**

Sprint (for further speaker information visit www.telematicsupdate.com/fleet)

"The Intelligent Mobile Enterprise", Much More than Fleet Management

With modern technology and heightened connectivity fleet operators are able to access more data than ever. Assess which data is imperative and how this is affecting fleet operations.

- ▶ Gain an overview of the various means of data that is being collected from the vehicle to effectively assess your solutions capabilities and requirements
- ▶ Learn which additional data is made available surrounding the vehicle's driver such as hard braking and sharp turning to further heighten the value of your solutions to fleets
- ▶ Decipher how data is being integrated into operational systems and how business decisions are driven from analysis of that data to drive fleet efficiency and make bottom line savings

Kevin Moore, *VP, OEM Sales*, **Telegis**

Top 3 Reasons to Attend

- 1.** Benefit from key industry intelligence; you will gain more in 2 days than you could from weeks of market research.
- 2.** Hand-picked experts will share vision and insight with you. Profit from this knowledge and create powerful new strategies to overcome your business challenges.
- 3.** Claim your seat at the table with the industry elite to ensure you leave Atlanta with your briefcase full of valuable contacts.

Be sure you tell your industry colleagues about this event as you'll maximize team learning by booking to attend as a team!



Call Telematics Update on **(US) 1 800 814 3459 x 7599** or **+44 (0) 207 375 7599 (global)** to speak to a member of the Fleet Telematics USA team

Future Trends and Technologies:

Case Study: The Fleet Sustainability Dashboard

Carbon emissions remain one of the key drivers for increased efficiency in fleet fuel consumption. Gain access to a special report on the means to utilize 'clean fuels' through DOE fleets.

- ▶ Consider the utilization of alternative fuels whilst tracking fuel consumption, greenhouse gas emissions and vehicle inventories to heighten your services portfolio
- ▶ Learn how federal fleets have incorporated this interactive dashboard and analyze fuel purchasing transaction data combined with the Department of Energy's Alternative Fueling Station Locator
- ▶ Assess the Federal Energy Management Program's intentions for future development with a focus on analytics and data visualization to provide actionable intelligence

Ryan Daley, *Federal Fleet Project Leader*,
National Renewable Energy Laboratory

Creating Synergies between the Insurance and Fleet Industries

The blueprint for fleet telematics integration within the commercial insurance industry is still in construction. Devise your strategy to drive revenues from this key growth market.

- ▶ Hear how the insurance industry is integrating telematics data and equipment within the fleet sector to learn how you can work with the insurers
- ▶ Examine the latest driver behavioral trends to develop solutions that specifically target risky behavior and promote safety within the ITS segment
- ▶ Understand how insurers are approaching commercial auto customers. Develop telematics services for each vehicle segment, from light duty to Class 8 trucks

Ed Dubens, *CEO*, **Interactive Driving Systems**



“ Great place to network and learn about the current state of the industry. ”
GE Capital

Insurance Telematics: How Did We Get Here and Where are We Going?

Hear directly from a leading fleet insurer about product delivery and the new processes they are harnessing to retain early adopters.

- ▶ Review past product design and implementation, discuss successful and failed products and assess how to build the perfect commercial insurance solution for fleets
- ▶ Explore high-risk reduction solutions, such as pro-active training and intervention, to deal with high-risk drivers and reduce loss and accident costs for fleet providers
- ▶ Understand how to keep ahead of your customer by building a flexible architecture that is adaptable to various levels of risk tolerance and operational requirements

Jim Noble, *Business Director*, **Zurich**

Understanding the Needs of the End-User

When considering telematics solutions, one size does not fit all. Consider the value of an objective assessment and ensure needs are met from a suite of solutions.

- ▶ Put the customer first and ensure telematics offerings are in sync with financial goals, industry and business situation to form the ultimate partnership between fleet and provider
- ▶ Get to grips with the competition and explore product functionality, including both basic and advanced feature sets such as engine diagnostics and custom reporting to meet customer needs
- ▶ Consider service requirements from formal implementation plans, through to service level agreements for a sustained and healthy relationship between operator and service provider

Mark Goettel, *Telematics Business Manager*,
Wright Express

“ Excellent show with great content and speakers. ” **Coca-Cola**



Case Study: Holistic Asset Management to Reduce Fuel & Carbon Emissions

Gain a fascinating insight into the Clean Cities Coalition's strategy for balancing the commercial and environmental concerns of federal fleets.

- ▶ Hear directly from an end-user on how to align your solutions with their needs. See which solutions such as feedback display systems are lowering fuel expenditure
- ▶ Understand real-world techniques employed by fleet managers such as reverse logistics and route optimization to reduce carbon emissions
- ▶ Recognize the constraints and pressures on end-users to see how you can present, deploy and integrate technology to win and retain more business

Don Francis, *Coordinator*,
Clean Cities Coalition

Fleet Operator (for further speaker information visit www.telematicsupdate.com/fleet)

Are you **Linked in** to the industry pulse?
Join Telematics Update and share expert insight with our community

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REGISTER NOW IN 3 EASY STEPS

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1. Select Your Registration Package

Pass Features	DIAMOND PASS	GOLD PASS	SILVER PASS
▶ Exclusive Fleet Telematics Report	✓		
▶ Access to post-conference audio recordings	✓	✓	
▶ Access to presentation slides post-conference (please note, some slides may not be available at the request of the speaker and their company)	✓	✓	✓
▶ Full access to conference, workshops & exhibition	✓	✓	✓
Super Early Bird Price - expires August 24, 2012	\$2795 <input type="checkbox"/>	\$1395 <input type="checkbox"/>	\$1295 <input type="checkbox"/>
Early Bird Price - expires September 21, 2012	\$2995 <input type="checkbox"/>	\$1595 <input type="checkbox"/>	\$1495 <input type="checkbox"/>
Last Chance Price - expires October 19, 2012	\$3095 <input type="checkbox"/>	\$1695 <input type="checkbox"/>	\$1595 <input type="checkbox"/>
Full price	\$3195 <input type="checkbox"/>	\$1795 <input type="checkbox"/>	\$1695 <input type="checkbox"/>

HOTEL DISCOUNTS!

Telematics Update has secured a preferential hotel rate at the Westin Buckhead, Atlanta, GA for your stay. Full details will be sent to you upon registration.

All Passes Include:

- ✓ 20 Focused Industry Sessions
- ✓ Full Access to the Exhibition Floor
- ✓ Networking Coffee and Lunch Breaks
- ✓ Exclusive After Show Networking Party
- ✓ 2-Month Access to TU's Online Networking Suite
- ✓ Post-Conference Presentation Slides

2. Enter Attendee details

Mr/Mrs/Ms/Dr:	First name:	Last name:
Company:		Position/Title:
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DISCOUNT CODE:

This is your unique discount code, use it online or via this form to get an extra \$50 off

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EMAIL: fleet@telematicsupdate.com

ONLINE: www.telematicsupdate.com/fleet

TERMS & CONDITIONS Places are transferable without any charge. Cancellations before September 21, 2012 incur an administrative charge of 25%. If you cancel your registration after September 21, 2012 we will be obliged to charge the full fee. Please note – you must notify Telematics Update in writing of a cancellation, or we will be obliged to charge the full fee. The organizers reserve the right to make changes to the program without notice.

NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.
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Fleet Telematics Geared for Mass Market: Utilize Data, Heightened Applications and Connectivity to Deliver ROI for Fleet Operators

WHY YOU SHOULD ATTEND THE SHOW:

- 200+ TOP LEVEL ATTENDEES:** The conference will attract leaders and key decision-makers from fleet operators, OEMs, US Government, tier 1 suppliers, solution integrators and many more.
- 30+ OF THE MOST INFLUENTIAL INDUSTRY SPEAKERS:** We have hand-picked top executives from the automotive, US Government and Tier 1 arena to share their vision, insight and ideas exclusively with you
- 20+ HOURS OF BUSINESS-FOCUSED NETWORKING:** During your time in Atlanta, GA you will get the opportunity to meet, network and do business with the key figures in the fleet telematics and connected vehicle community
- 20 FOCUSED SESSIONS:** Six months of research has enabled us to develop a conference program that is designed to give you answers to the key challenges your company faces in the intelligent transportation space
- NO SALES PITCHES:** Telematics for Fleet Management USA 2012 is an independently researched forum committed to equipping you with the tools and expertise to help drive your connected vehicle strategy forward!

INDUSTRY REVIEWS FROM LAST YEAR'S CONFERENCE

“As a Telematics Program Manager for a large US fleet, I found the show to be a great opportunity to learn and share ideas with other industry leaders.”



“I look forward to this event every year. The best avenue to meet with my peers in the MRM space and discuss trends and common practices”

GARMIN

“A great ecosystem networking venue for our industry”



“Great place to network and share leadership experience with industry experts.”

HUGHES
TELEMATICS

“The show gave a great overview from the industry leaders and their varied directions.”



Event Partners:



- ✓ 200+ Executive Delegates
- ✓ 30+ Expert Speakers
- ✓ 20+ Hours of Supreme Networking
- ✓ 20 Business Focused Sessions
- ✓ In-depth Case Studies
- ✓ Dynamic Panel Discussions

5 EASY WAYS TO REGISTER

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