

NEWS RELEASE

C.J. Driscoll & Associates

August 8, 2023

C.J. Driscoll & Associates Releases New Survey of U.S. Fleet Operator Interest, Use and Satisfaction with Mobile Resource Management Systems and Services

Study Shows Growing Market Penetration of both GPS Fleet Management and Video Camera-Based Telematics Solutions

Rancho Palos Verdes, CA – C.J. Driscoll & Associates, a leading supplier of market research and consulting services for the commercial telematics market, has released a new multi-client marketing research study covering the market for managing fleet vehicles, drivers, and mobile workers. The *2023-24 Survey of Fleet Operator Interest in MRM Systems and Services* assesses the current market penetration of GPS fleet management systems, video-based driver behavior management systems, and GPS-equipped handset/portable solutions for managing mobile workers. The study also details the principal motivations of fleet operators for deploying MRM solutions and the operational and financial benefits derived from these systems.

The *2023-24 Survey of Fleet Operator Interest in MRM Systems and Services* was partially funded by companies including major automotive manufacturers, GPS fleet management solution providers, video-based driver behavior management system suppliers, trailer manufacturers, and other leading telematics suppliers to the fleet market. This comprehensive study is based on a telephone survey of over 300 U.S. fleet operators. Survey participants were drawn from major fleet categories including service, local and over-the-road trucking, private delivery, utilities, construction, oil & gas, people transportation, public safety, and government fleets.

The study determines current use and intent to deploy MRM solutions among fleets ranging in size from five to more than 10,000 vehicles. It also examines the growth of GPS fleet management and video telematics markets since our 2017 and 2013 surveys.

The following are among the key findings of the study:

- Based on the growth in market penetration, the majority of GPS fleet management system sales going forward will be replacement sales or upgrades to existing systems.
- The use of fleet video telematics solutions has more than doubled since 2017. Use of video camera solutions varies considerably among fleet market segments.
- A significant number of fleets have received insurance discounts based on their use of GPS fleet management or video-based driver behavior management solutions.

Detailed information regarding the *2023-24 Survey of Fleet Operator Interest in MRM Systems and Services* is available at www.cjdriscoll.com.

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