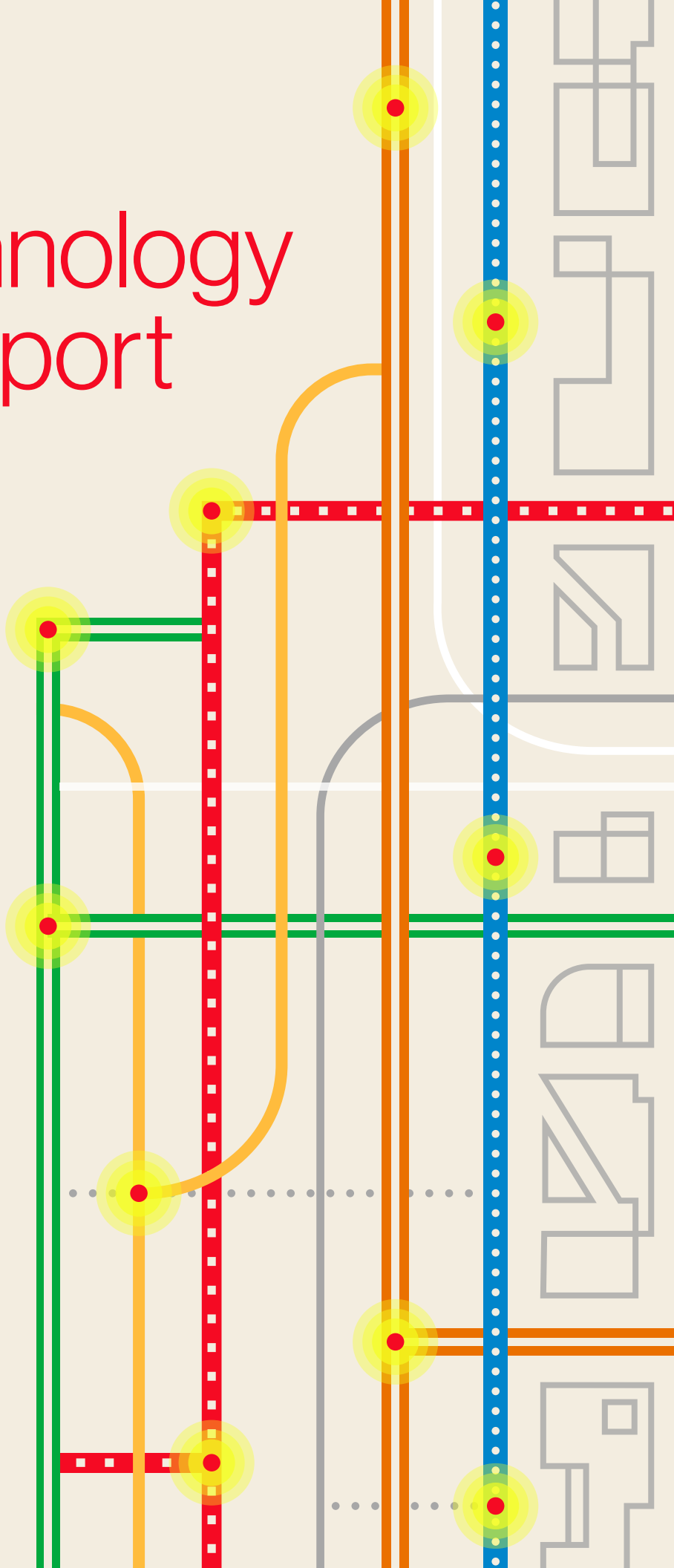
2025 Fleet Technology Trends Report



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Fleet management technology, a reliable ally to help accelerate performance

Advanced technology unlocks data-driven decision making and nimble fleet management. This year marks the fifth annual Fleet Technology Trends Report. Fleet technology continues to deliver on its founding principle of using data to drive decision making that benefits safety and fleet performance. At the same time, technology has advanced a great deal over the last five years. Artificial intelligence (AI), machine learning, and predictive analytics are becoming a standard part of fleet technology offerings, enhancing data accuracy and deeper, forward-looking fleet insights, while eliminating more manual tasks than ever before.

Looking back at five years of Fleet Technology Trends Survey data, one thing that hasn't changed is that respondents value fleet technology.

- **Adoption shows no signs of stopping:** For five consecutive years, at least four out of five respondents reported using at least one form of technology, suggesting that once fleets adopt the technology, they don't let it go.
- **Technology helps reduce costs:** From 2021 to 2025, average fuel savings doubled from 8% to 16%, and average accident cost savings doubled from 11% to 22%.
- **ROI happens quickly:** For each of the last five years, about one-third of GPS fleet tracking users have seen a positive return on investment (ROI) in less than six months, topping out at 33% this year.

Both the foundational elements and the latest capabilities of fleet technology continue to change the way fleets make operational decisions, bring safety to the forefront, anticipate what's next and operate more sustainably.

The data presented here is based on the most recent Fleet Technology Trends Survey, which was conducted between May 14, 2024 and June 28, 2024, for Verizon Connect by Bobit Business Media, publishers of leading trade publications such as Automotive Fleet, Business Fleet, Work Truck, Government Fleet and Heavy Duty Trucking.

Average cost savings with GPS fleet tracking*

	2025	2024	2023	2022	2021
Fuel	**16%**	9%	9%	10%	8%
Accident	**22%**	15%	17%	14%	11%
Labor	**16%**	10%	12%	10%	10%

*2025 report reflects 2024 survey data

Overview of survey respondents

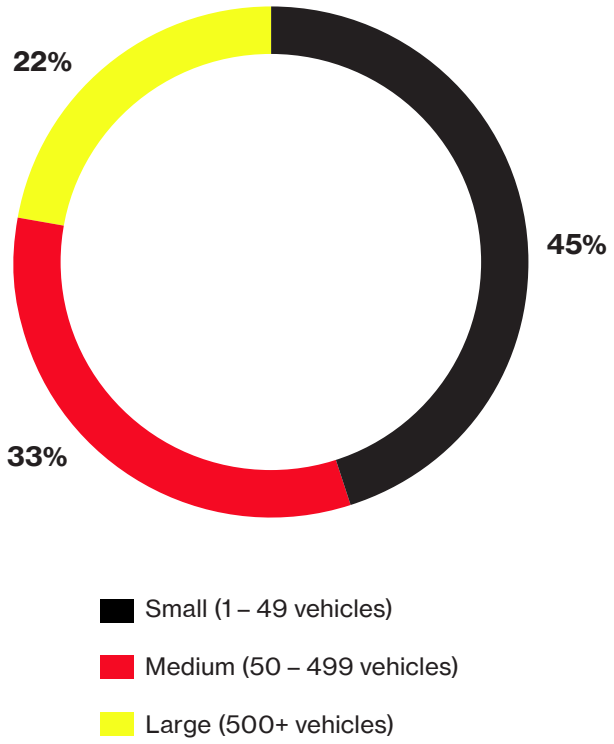
Respondents by title

Executive	25%
Upper management	25%
Fleet management	24%
Risk/safety	5%
Finance/procurement	4%

Respondents by industry

Government	28%
Transportation	22%
General freight	12%
Services	12%
Construction	5%
Manufacturing	5%
Retail/wholesale	4%
Food production/distribution	3%
Utilities	2%
Petroleum products	1%

Respondents by fleet size



Technology type used, based on fleet size

	Small 1 – 49 vehicles	Medium 50 – 499 vehicles	Enterprise 500+ vehicles
GPS tracking	59%	76%	87%
In-cab video (including front-facing and driver-facing cameras)	38%	50%	42%
Field service/workforce management (scheduling, dispatch, communication)	30%	43%	41%
Asset/trailer/equipment tracking	18%	34%	40%
None of the above	28%	16%	10%

Fleet technology usage trends and outcomes

Goal	Fleet technology trend	Outcomes	Survey results
Make strategic, data-based decisions	Connected fleet technology gives fleet managers a factual window into things like driver safety, fuel consumption and maintenance requirements, empowering them to make strategic, evidence-based decisions.	• Enhanced vehicle performance • Reduced operational costs • Enhanced operational efficiency • Safety-oriented drivers	**61%** said in-cab video is extremely or very beneficial for increasing awareness of distracted driving incidents **16%** average decrease in fuel costs with GPS fleet tracking **16%** average decrease in maintenance costs with GPS fleet tracking
Promote safety over time	The latest AI advancements in video telematics are helping fleet managers track coaching sessions and performance, allowing for a more collaborative relationship between drivers and coaches, and enabling fleet managers to reward drivers who show continuous improvement. AI can also detect unsafe-driving behavior and issue in-cab alerts for real-time coaching.	• Individualized safety plans • Collaborative coaching • Driver buy-in • Safe driver behaviors • Progress awards for continuous improvement	**75%** said in-cab video helped them meet their goal of improving driver safety **60%** said in-cab video is extremely or very beneficial for improving driver coaching sessions
Promote operational efficiency and cost savings using predictive analytics	Modern fleet management software incorporates powerful predictive analytics capabilities and real-time monitoring to identify patterns and predict future maintenance needs, breakdowns, high operating costs, safety failures, and logistical complexities like routing and fleet utilization. This provides fleet managers with actionable insights they can use to be proactive and quickly respond to potential problems.	• Decreased downtime • Cost savings related to fuel, crashes, labor, maintenance, insurance and more • Finely tuned, high-functioning fleet operations	**62%** said GPS fleet tracking is extremely or very beneficial for increased efficiency in managing daily operations **40%** said asset tracking is extremely or very beneficial for reducing costs related to downtime/replacement
Navigate sustainability	As businesses and organizations seek to reduce emissions, technology is helping them develop effective hybrid and electrification strategies, and reduce internal combustion engine (ICE) emissions.	• Effective electrification and sustainability strategies • Reduced carbon footprint • Progress toward environmental, social and governance (ESG) goals • Compliance with emissions inspections • Fine avoidance	**35%** said fleet technology helped them achieve their goal of improved sustainability with electric vehicles (EVs) **28%** said fleet technology helped them identify applications and routes for potential EV utilization

Mitigating persistent cost challenges with fleet technology

Increasing costs have been a persistent challenge among respondents. This year, 77% of respondents named increasing costs as their top challenge, marking the fifth consecutive year costs ranked at the top of the challenges list.

Costs aren't improving, and the trend toward higher costs isn't going away either. According to the American Transportation Research Institute's (ATRI) 2024 Analysis of the Operational Costs of Trucking report, industry costs rose by 6% last year.

While cost challenges are constant, survey results show GPS fleet tracking technology is helping. Fleets are reducing fuel costs (16%), accident costs (22%) and labor costs (16%) by larger percentages than ever before and are seeing a faster return on their GPS fleet tracking investments.

Key takeaways

Top challenges

In addition to increasing costs, over the last five years these other issues have been ranked as top challenges: driver shortage/quality, meeting customer demand and increased regulation.

Increased regulation saw the largest year-over-year increase this year, likely due to government regulations related to sustainability and carbon emission reductions. This was followed by inefficiencies in scheduling/dispatching, which saw a 4% year-over-year increase. Complexity of service offerings saw a slight 3% decrease, and competitive pressure remained fairly stable.

Top challenges*

	2025	2024	2023	2022	2021
Increasing costs	**77%**	79%	80%	63%	44%
Driver shortage/quality	**52%**	53%	59%	54%	40%
Meeting customer demand	**51%**	52%	52%	49%	40%
Increased regulation	**43%**	38%	38%	33%	32%
Competitive pressure	**33%**	32%	28%	27%	24%
Complexity of service offerings	**31%**	34%	26%	26%	31%
Inefficiencies in scheduling/dispatching	**25%**	21%	26%	22%	20%

*2025 report reflects 2024 survey data

Fleet savings in high-cost areas

As cost concerns continue to challenge fleets, respondents indicated GPS fleet tracking is helping them achieve significant savings in high-cost areas, like fuel, accidents, labor, maintenance and insurance premiums.

Fleets are saving significantly more money with GPS fleet tracking compared to the previous year.

- Savings on labor increased by 6%, from 10% to 16% this year
- Savings on accidents increased 7%, from 15% to 22% this year
- Fuel savings nearly doubled, from 9% in 2024 to 16% in 2025, a 7% increase

Maintenance and insurance premium savings are new to the 2025 report. Both kept pace with other cost savings opportunities, with average maintenance savings coming in at 16% and insurance premium savings at 13%.

Faster ROI on fleet management technology

The 2024 report showed 41% of fleets realized a positive ROI on GPS fleet tracking in less than a year. That number leapt to 47% in this year's survey results, a 6% increase. Respondents who saw a positive ROI in less than six months also saw a 6% year-over-year increase.

An even larger percentage of asset tracking and field service/workforce management users saw a positive ROI in less than a year. Both asset tracking and field service management saw a 7% increase: asset tracking from 46% in 2024 to 53% in 2025, and field service/workforce management from 41% in 2024 to 48% in 2025.

Increased cost reductions and faster ROI demonstrate that investments in fleet management technology solutions are increasingly worthwhile.

Positive ROI in less than one year (by software solution)*

	2025	2024	2023
GPS fleet tracking/telematics	**47%**	41%	45%
Asset tracking	**53%**	46%	55%
Field service/workforce management	**48%**	41%	44%
In-cab video	**47%**	47%	52%

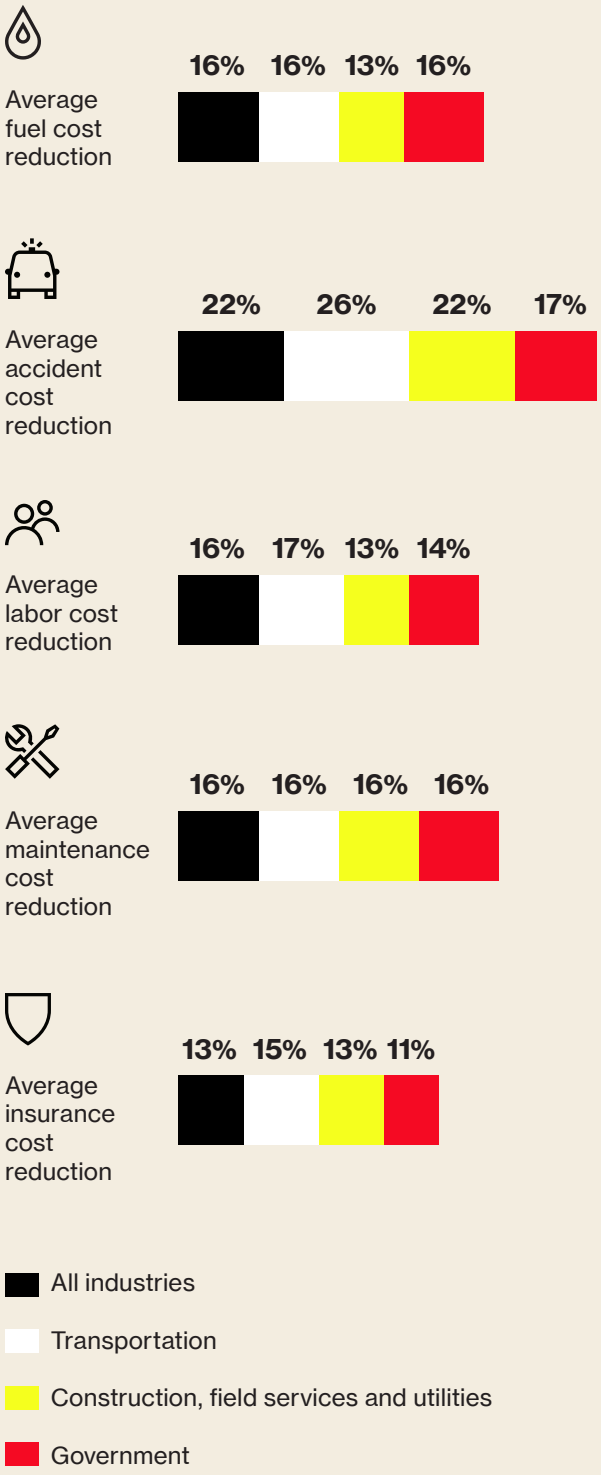
*ROI tracking began with the 2023 report

Cost savings yield even more benefits

For fleets of all types, GPS fleet tracking can have a wide-reaching impact on reducing overhead costs, including fuel, labor, accidents, maintenance and insurance. Cost savings signal secondary benefits as well.

- **Sustainability:** Reduced fuel and maintenance costs indicate vehicles are burning less fuel and operating more efficiently, which in turn reduces greenhouse gas (GHG) emissions
- **Safety:** Reduced accident and insurance costs demonstrate that fleets are making progress on their safety goals and helping employees return home safely each day
- **Customer satisfaction:** Reduced labor costs typically indicate employees are achieving more in a day, which can lead to faster service and more satisfied customers

How much GPS fleet tracking helps reduce costs



New to this year's report: additional insights on EVs, costs and benefits

The Fleet Technology Trends Report gathers insights into how technology can address issues that are top of mind for fleets. Reducing costs is clearly a recurring theme, so this year's report delves deeper into how fleet management software helps reduce maintenance and insurance costs, as well as the types of benefits fleets are getting from the technology.

Because electrification and EV management have been a growing concern among fleets, this year's report also looks at how technology is helping fleets ease the EV transition, manage EV assets better and aid sustainability efforts.

Cost reduction and benefit insights

More than three-quarters of fleets have consistently reported increasing costs as their top challenge over the last three years. Because costs are important for fleets, this year's report features two new categories for cost reductions: insurance premiums and maintenance.

Reducing insurance premium costs while focusing on safety

An ATRI study found that 90% of carrier respondents reported an increase in premiums between 2018 and 2020. As premiums become more costly, fleets are using technology to lower their risk profile and gain favor with insurers.

Insurers are recognizing the value of fleet technology and some are using telematics data to help customize policies and offer discounts on premiums. Respondents of this year's survey said GPS fleet tracking has helped them reduce insurance premium costs by 13%.

Fleets have been able to demonstrate their dedication to safety by discussing their fleet technology packages with insurance providers. Sharing metrics that show progress in the areas of driver safety, crash rates, vehicle repair and injury claims costs can help insurers feel confident about reducing insurance premiums. Using video telematics to provide evidence to expose false claims and avoid nuclear verdicts is also attractive to insurance carriers, as avoiding litigation significantly reduces their costs.

57%
of respondents said GPS fleet tracking is extremely or very beneficial for an improved focus on driver safety

75%
of respondents used video to achieve their goal of improving driver safety

47%
of fleets report video is extremely or very beneficial for reducing the number of accidents

22%
average reduction in accident costs for respondents using GPS fleet tracking technology

Staying ahead of maintenance with AI

Using GPS fleet tracking to reduce maintenance costs isn't a new concept for fleet managers, but the level of maintenance cost reduction is new to the report.

The latest fleet management technology uses AI and machine learning to look ahead at maintenance needs to determine precise maintenance intervals, address maintenance and repair needs before they become larger problems, and reduce vehicle downtime—all of which contribute to the 16% reduction in maintenance costs as well as the 16% reduction in fuel and labor costs reported by survey respondents.

EV and sustainability insights

Electric vehicles are more prominent than they were five years ago, requiring software enhancements to accommodate mixed fleet management. As EV adoption marches forward, fleets are using GPS fleet tracking technology to achieve their EV and sustainability goals.

For those transitioning to EVs, technology can help identify Internal Combustion Engine (ICE) candidates for replacement, create a charging plan, track and compare total cost of ownership (TCO), and determine the true EV range.

Fleets worldwide are using GPS fleet tracking to inform their electrification strategies.

- 28% of U.S. respondents said GPS fleet tracking helps them identify applications and routes for potential EV utilization
- In Australia, 37% of respondents said fleet technology helped them identify vehicle electrification suitability
- 24% of European respondents are using GPS fleet tracking to aid their electrification strategies

Fleets already operating electric vehicles are using GPS fleet tracking to improve vehicle visibility (35%), improve efficiency/management of daily operations (35%), reduce maintenance costs (30%) and increase battery status visibility (19%).

Beyond transitioning to EVs and providing fleets the information they need to manage EVs, technology is also helping fleets navigate an increasing industry focus on sustainability. Meeting sustainability regulations appears to be more difficult, with 43% of survey respondents citing increased regulation as a top challenge, up 5% from the previous report. However, technology is rising to the occasion—28% of respondents reported improved sustainability using fleet management software.

EV-related goals achieved with fleet management software

Improved fleet visibility of EVs	35%
Improved efficiency/management of daily operations	35%
Improved maintenance costs	30%
Identification of applications and routes for potential EV utilization	28%
Improved sustainability	28%
Improved battery status visibility	19%

Beneficiaries of GPS fleet tracking

A majority (69%) of fleets across industries have adopted GPS fleet tracking solutions—and the technology is proving to be beneficial for all fleet stakeholders. Fleets see a return on investment, often within six months after implementation.

Fleet managers:
Vehicle data gives fleet managers insights into vehicle health, fuel economy, maintenance needs, driver behavior and more, helping them reduce costs and downtime, streamline daily operations, coach drivers, combat theft, and put safe vehicles on the road

62%
of respondents said GPS fleet tracking helps them increase efficiency

Drivers:
GPS fleet tracking provides drivers with efficient routing to ease their workday, and the prospect of reduced drive time, less frustration and enhanced productivity helps attract job candidates

52%
of respondents said GPS fleet tracking is helping them address the driver shortage and attract quality candidates

Customers:
GPS fleet tracking helps drivers arrive at the right place at the right time and supports better communication with customers, leading to customer service satisfaction and loyalty

51%
of respondents said GPS fleet tracking helps them meet customer demands

Businesses:
Greater productivity, enhanced safety, reduced fleet costs and happy customers all serve to benefit a business's bottom line

33%
of respondents said GPS fleet tracking helps them contend with competitive pressure

72%
of GPS fleet tracking users find the technology extremely or very beneficial

A top technology choice

GPS tracking continues to be a top technology choice among fleets, followed by video, field service/workforce management and asset tracking solutions.

The majority of surveyed fleets—nearly three out of four—use GPS fleet tracking technology. Transportation and distribution fleets are the largest users of telematics, which is likely why they also find the technology the most valuable compared to other fleet types.

As in previous years, GPS fleet tracking users gave high scores on the value of the technology. Nearly three out of four fleets (72%) currently using a GPS fleet tracking or telematics solution considered it extremely or very beneficial.

Helping fleets achieve their goals with GPS fleet tracking

Fleets use technology to achieve more in a day, provide better service to their customers, reduce unnecessary miles, save fuel and boost productivity by using routing to shorten drivers' trips.

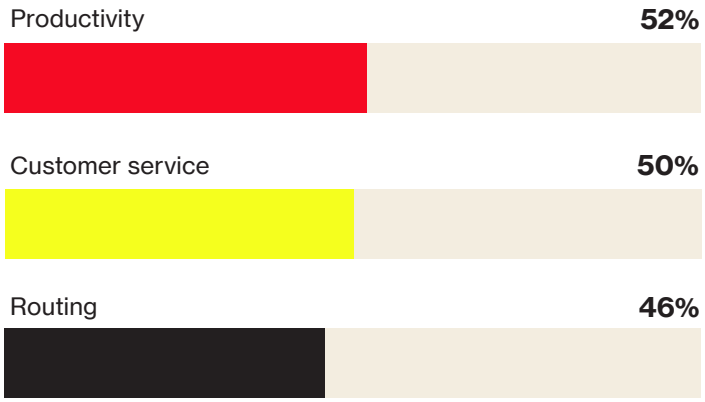
Top GPS fleet tracking outcomes

Fleets ranked increased efficiency and improved focus on driver safety as the top outcomes of using GPS fleet tracking technology.

GPS fleet tracking ROI

47% of GPS fleet tracking users have seen a positive ROI in less than one year, a 6% year-over-year increase. The majority of these users (33%) achieved a positive ROI in less than six months.

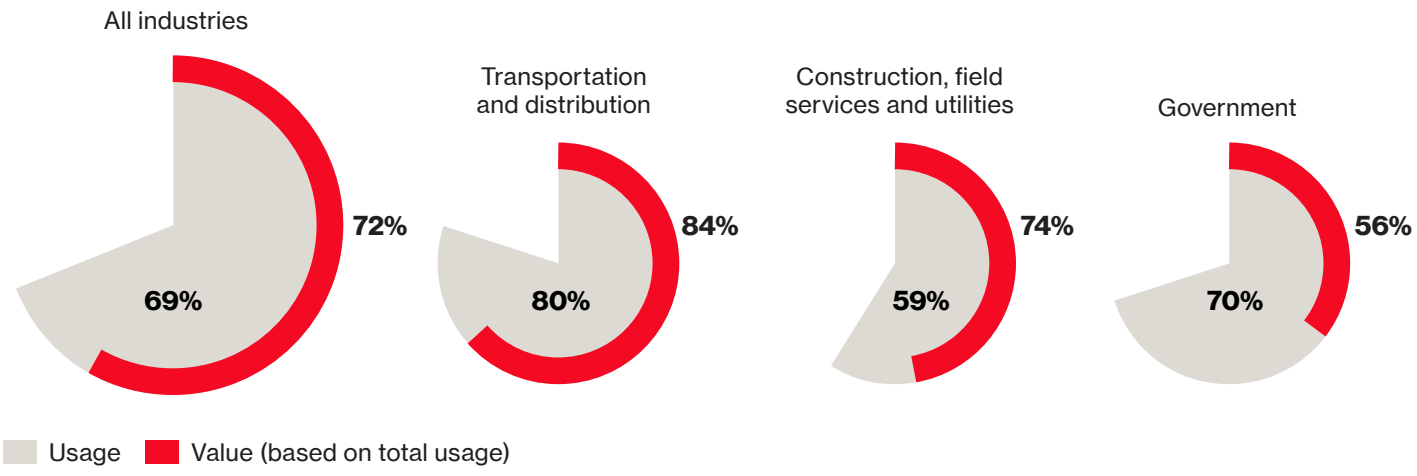
Top 3 goals achieved with GPS fleet tracking



GPS fleet tracking outcomes

Increased efficiency	62%
Improved focus on driver safety	57%
Reduction in harsh driving/speeding events	49%
Reduction in unauthorized use of vehicles	39%
Reduction in vehicle idling	34%
Increased recovery rate of stolen vehicles	23%

Usage and value of GPS fleet tracking



Dashcams: a worthwhile, long-term investment

In-cab dashcam users indicate the technology is paying off for their fleets: 68% said their video solution is extremely or very beneficial, and 47% saw a positive ROI in less than one year.

68%
of dashcam users said their video solution is extremely or very beneficial

47%
saw a positive ROI on their video solution in less than a year

While fleets are seeing a reduction in dangerous driving behaviors as well as reduced insurance and accident costs, until fleets achieve zero crashes, there is always room for improvement.

Achieving dashcam outcomes relies on using data and video footage to coach drivers—and doing it consistently to show improvement over time. It is a long-term investment, not an overnight solution.

Fortunately, AI advancements are making it easier to focus on areas of improvement and track driver performance over time.

As more fleets create and prioritize safety programs, expect to see continued improvement in the realm of fleet safety.

Goals achieved with video

Improved driver safety	75%
Improved protection from false claims	70%
Reduced accident costs	42%
Reduced insurance costs	34%

Shielding drivers from harm using video

Improved driver safety and protection from false claims were the top goals achieved with video technology. As video technology gains popularity, drivers are beginning to understand that the intent is to protect them, not watch their every move.

Survey respondents have reported a 5% increase in improved driver safety over the last 3 years, with 70% saying in-cab video technology helped them improve driver safety in 2023, 73% in 2024 and 75% this year.

This year, fleet professionals provided specifics about the outcomes they saw from using video technology, as well as GPS fleet tracking and asset tracking. The top outcomes in-cab video helped achieve were increased awareness of distracted driving incidents, improved driver coaching sessions and increased seat belt use, followed closely by reduced number of accidents.

Reducing insurance and accident costs with dashcams

New to this year's report is a breakdown of how much fleets reduced insurance and accident costs.

- **Insurance costs:** 50% of respondents reported that in-cab video helped them decrease insurance costs, and the largest number of respondents reported saving somewhere between 5-24% on insurance costs
- **Accident costs:** 42% of respondents said in-cab video helped them achieve their goal of decreased accident costs, with the largest percentage of respondents reporting a 15-24% decrease

Outcomes achieved with in-cab video solutions

Increasing awareness of distracted driving incidents	61%
Improving driver coaching sessions	60%
Increasing driver seat belt usage	50%
Reducing the number of vehicle accidents	47%
Reducing speeding events	47%
Reducing tailgating events	38%

Asset tracking predictive analytics

Asset tracking allows fleets to use asset data to improve utilization, security and productivity. New predictive analytics capabilities are also helping fleets anticipate future asset utilization and availability to meet business needs and reduce costs.

As asset tracking technology continues to advance, ROI is becoming important. This year, 53% saw a positive ROI on asset tracking in less than a year, a 7% increase over the previous year, with 25% reporting a positive ROI in three to six months.

53%
saw a positive ROI on asset tracking in less than a year

Reducing costs with asset tracking

Fleets use asset tracking to reduce costs through:

- Improved equipment and trailer utilization, which saves fleets from investing in additional assets
- Improved security, which helps reduce replacement costs and keep insurance premiums down
- Improved productivity for workers, drivers, office staff and management, so higher-priority work gets done in a day without the need to add headcount

Top goals and usage

Utilization, security and productivity topped the list of goals achieved with asset tracking. For those currently using an asset tracking solution, nearly two-thirds saw improved asset/equipment/trailer utilization, a 6% year-over-year increase.

Transportation, distribution and construction fleets are the heaviest users of asset tracking.

Goals achieved with GPS asset tracking

Improved equipment/trailer utilization	64%
Improved equipment/trailer security	55%
Improved efficiency/productivity for office staff/management	53%
Improved efficiency/productivity for drivers/workers	50%

This year's report asked respondents to provide details about the impact of asset tracking. Survey respondents said the top three benefits they saw from asset tracking were improving visibility of maintenance and service needs, improving utilization, and reducing unauthorized use and theft.

Outcomes achieved with GPS asset tracking

Improving visibility of maintenance and service needs	55%
Improving utilization	52%
Reducing unauthorized use/theft	47%
Reducing costs due to downtime/replacement	40%
Improved asset recovery	38%

68%
said GPS asset tracking is extremely or very beneficial

Driving revenue with field service management solutions

A field service or mobile workforce management solution offers fleets an automated way to manage and dispatch jobs and communicate with field workers—all with the goal of improving efficiency and productivity. With the ability to serve more customers in a day, field service management can help drive revenue.

This year, 48% saw a positive ROI on their field service management solution in less than a year, a 7% increase over the previous year, with 20% reporting a positive ROI in three to six months.

Top goals and usage

More than half of fleet respondents using a field service/workforce management solution improved scheduling and operational efficiency.

Field service management solutions had higher levels of adoption in transportation and distribution, followed by construction and services.

Goals achieved with field service management solutions

Improved scheduling	57%
Improved operational efficiency	56%
Improved communication with techs/drivers	50%
Improved visibility into near real-time location of techs/drivers	41%
Improved communication with customers	36%
More jobs per tech/driver	24%

59%
said field services technology is extremely or very beneficial

The bottom line

Fleet technology continues to make greater strides toward core fleet management goals, like reducing costs, enhancing operational efficiency and boosting safety. Fleet management software is also stepping up to address new challenges like sustainability and electrification. At the core of all of these improvements is data-driven decision making that can accelerate fleet performance.

Methodology

An email invitation to participate in an online survey was sent to those in the Automotive Fleet, Business Fleet, Work Truck, Government Fleet, Fleet Financials, Business Fleet, Metro, LimosForSale and HDT (Heavy Duty Trucking) databases. As an incentive, a $25 Amazon gift card was offered to the first 350 respondents who qualified and completed the survey. Before issuing incentives, respondents indicated that receipt of incentives would be in compliance with any relevant ethical requirements at their organization. A total of 543 responses (369 completed and 174 partially completed surveys) were collected between May 14, 2024 and June 28, 2024.

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