Trusted data insights: what are your vehicles telling you?

Report 2024

GEOTAB

Abstract

In a mobility market where the volume of data collected is increasing every day, companies must be able to trust that their data will generate the insights needed to deliver business value.

This report, developed ahead of the Pan-european event Geotab Mobility Connect 2024, surveyed more than 400 fleet managers across France, Germany, Ireland, Italy, Netherlands, Spain and the UK. The purpose is to assess the maturity level of fleet data usage, challenges and areas for improvement.

The study found that data insights are crucial for enhancing fleet operational performance and safety, while still needing to be fully leveraged to achieve sustainability goals. Additionally a need for advanced tools including advanced analytics and AI was noted.

Cost efficiency is the common business priority, regional differences were noted regarding AI adoption and safety.

Fleet size also plays a critical role: small-mid size fleets are slower to adopt sustainability solutions and innovative technologies, and are generally less inclined to embrace innovative technologies.
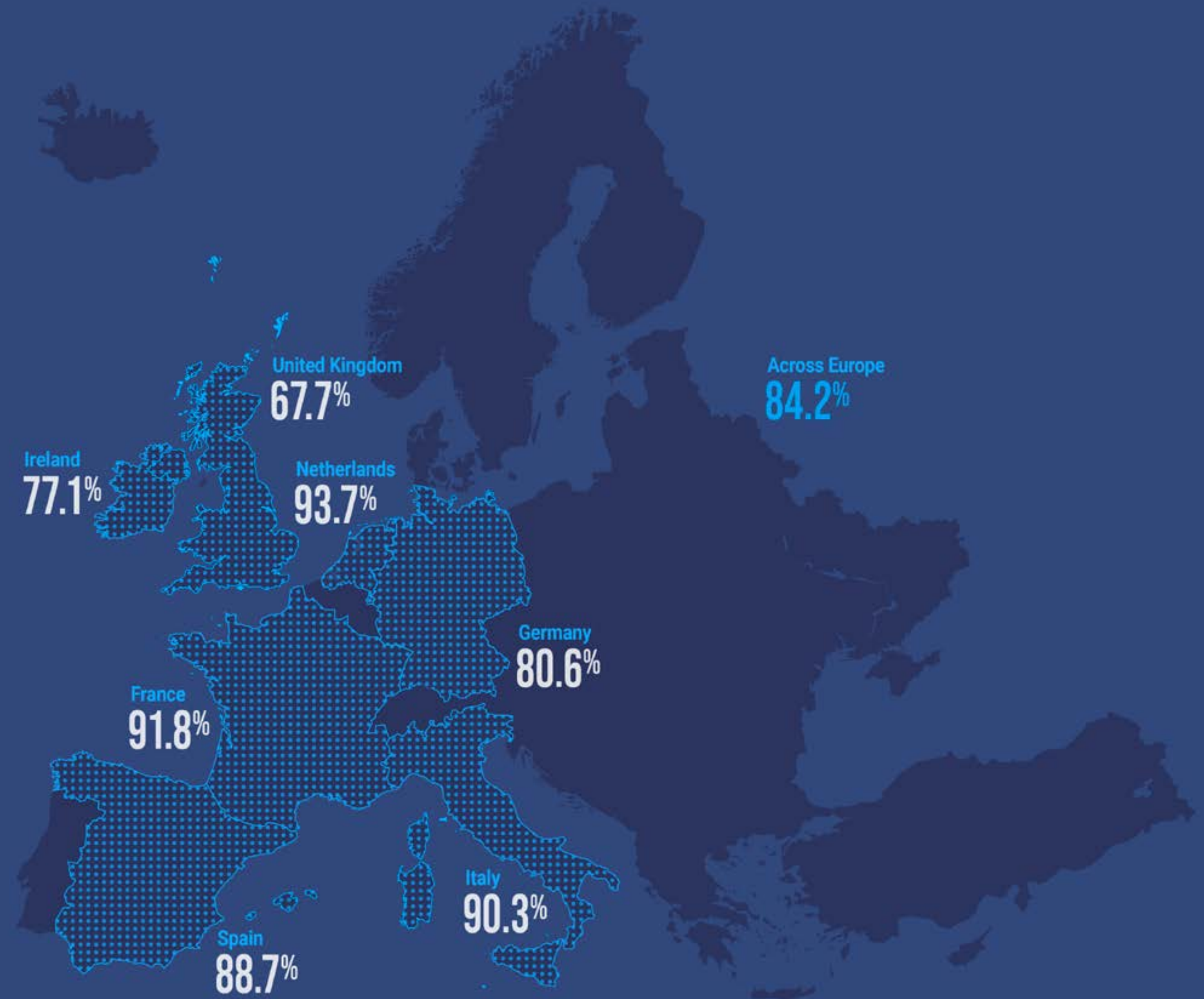
Ireland
77.1%

United Kingdom
67.7%

Netherlands
93.7%

Across Europe
84.2%

Germany
80.6%

France
91.8%

Italy
90.3%

Spain
88.7%

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CHAPTER 01

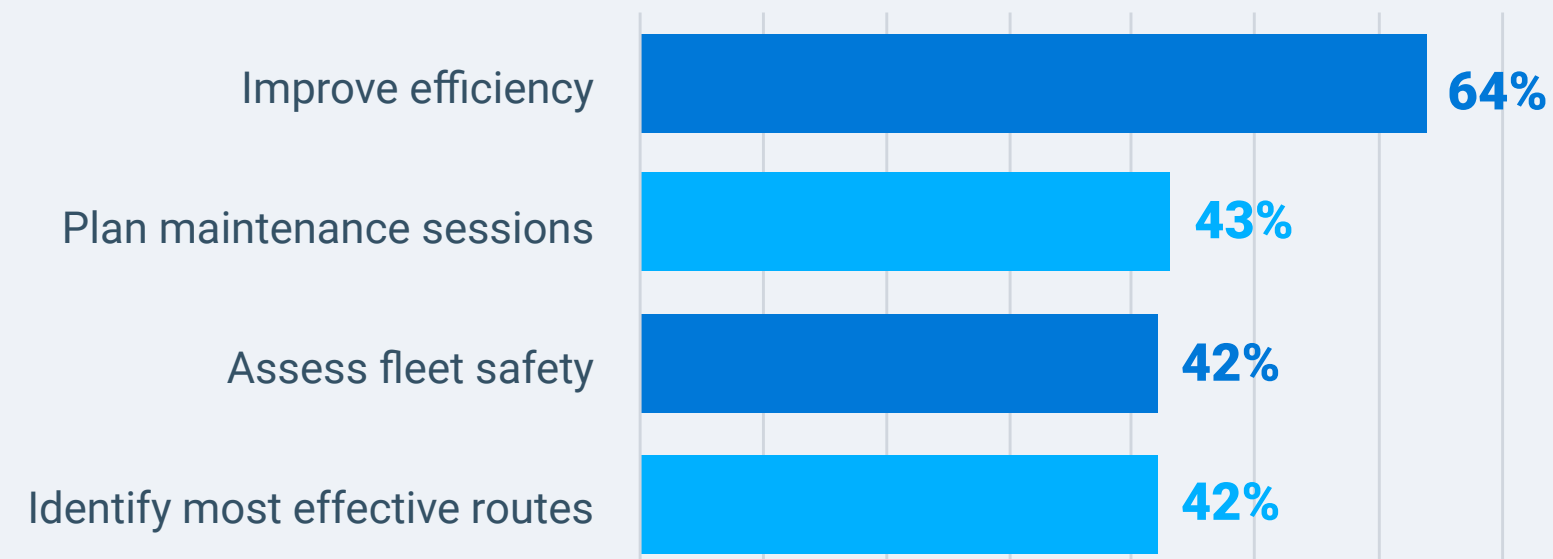# Study highlights: fleet operators speak out

The mobility market is experiencing growing challenges regarding performance, cost, safety and sustainability. Data insights are key to addressing the changing business landscape.

81% of respondents rely on fleet data insights to make strategic business decisions
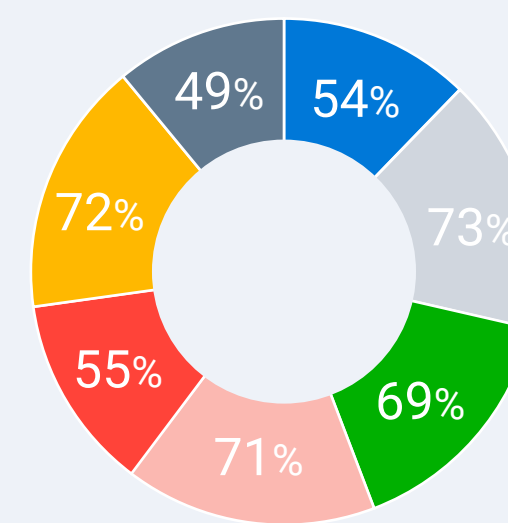
34% of respondents leverage data insights to reach sustainability goals

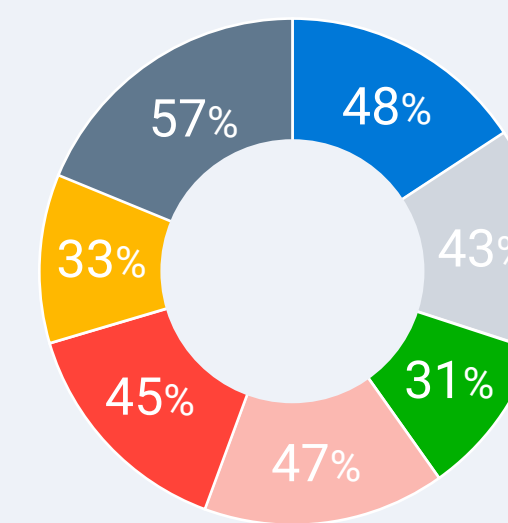**40%** of respondents believe AI will somewhat simplify the use of data analytics

Top data uses

Improve efficiency	64%
Plan maintenance sessions	43%
Assess fleet safety	42%
Identify most effective routes	42%

Improve efficiency
- 54%
- 73%
- 69%
- 71%
- 55%
- 72%
- 49%

Plain maintenance
- 48%
- 43%
- 31%
- 47%
- 45%
- 33%
- 57%

Assess fleet safety
- 46%
- 29%
- 38%
- 51%
- 47%
- 43%
- 38%
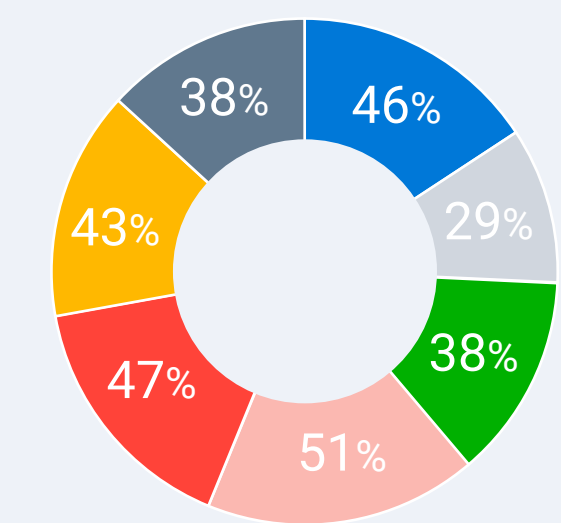
Legend: France | Germany | Ireland | Italy | Netherland | Spain | UK

CHAPTER 02

Efficiency: a common goal
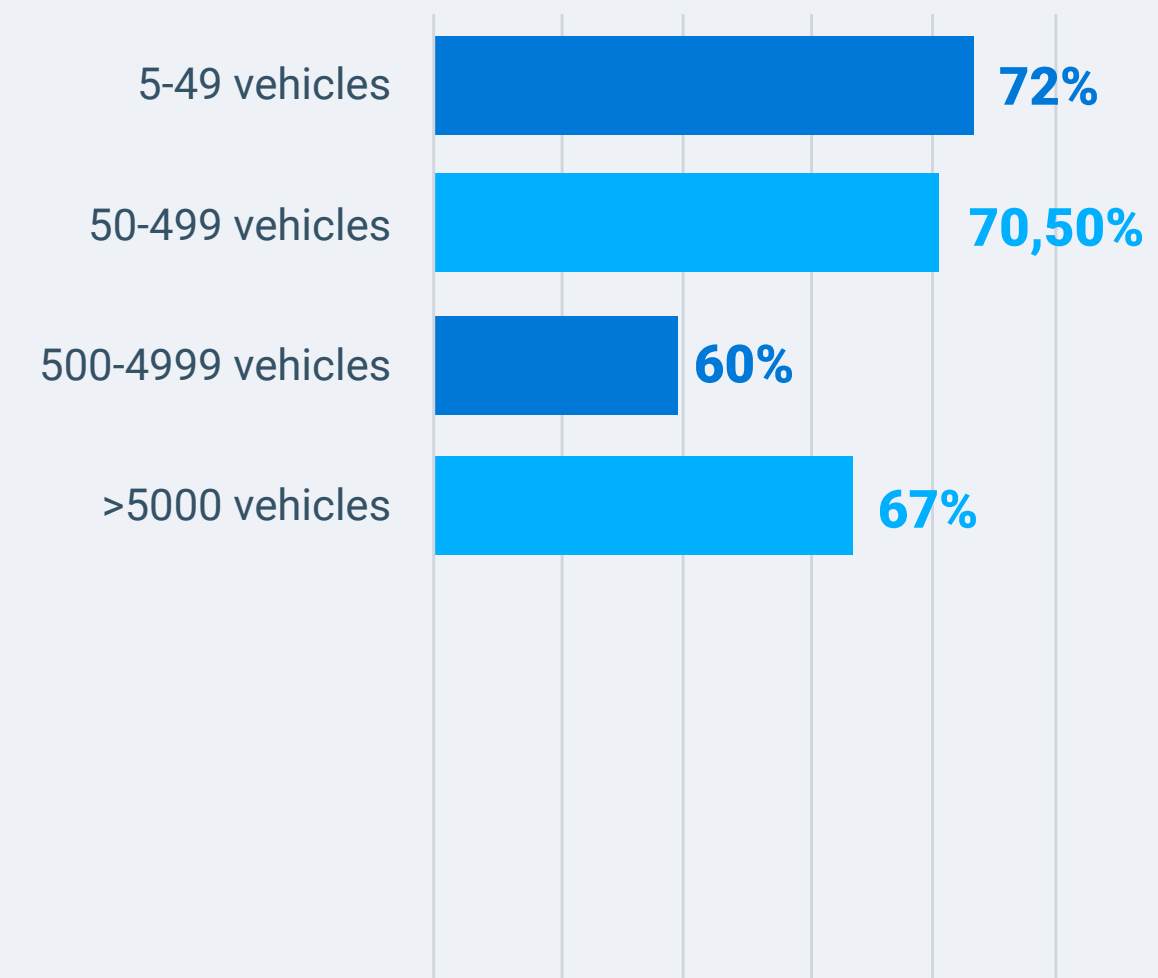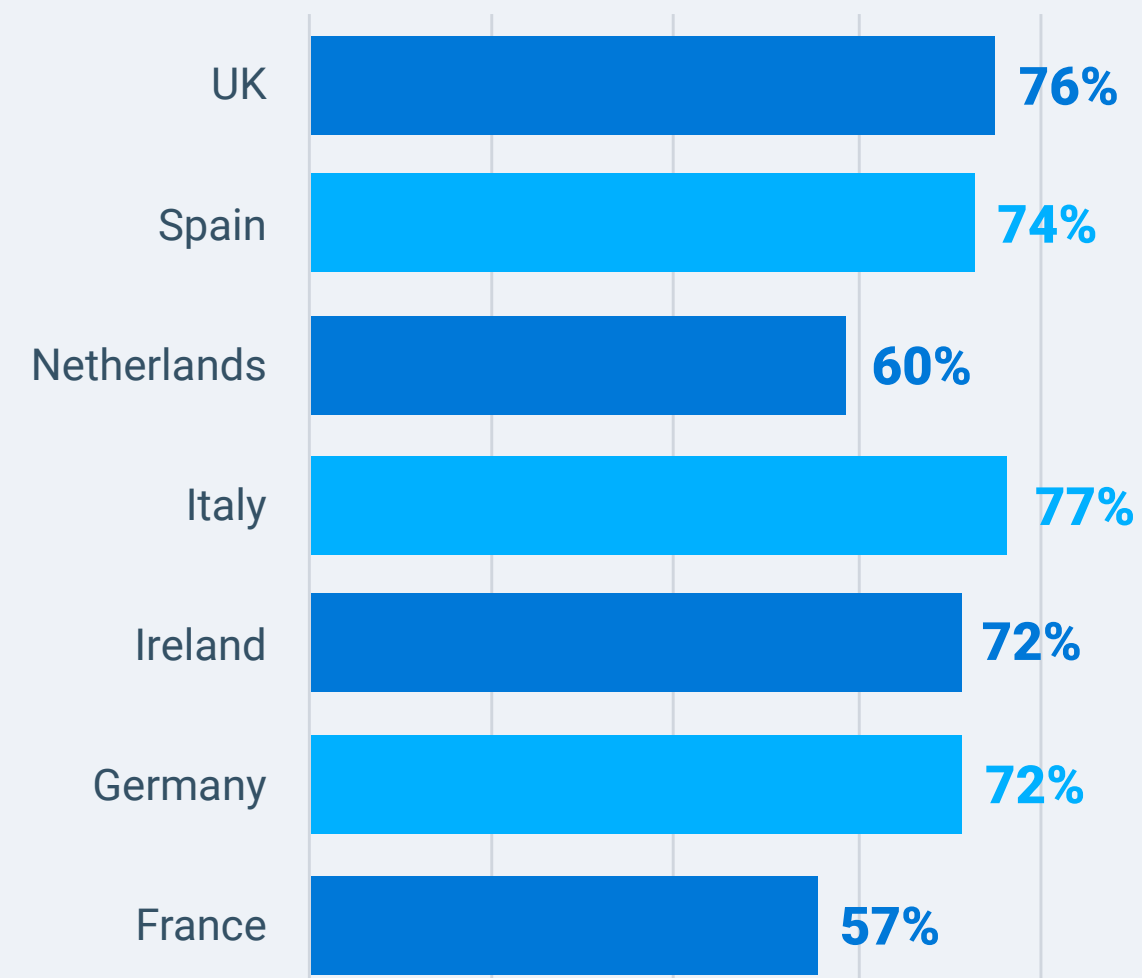
Improving efficiency is the top priority for fleet managers leveraging data today, whether it is for cost optimization (55%) or enhancing operations management (45%). Route optimization ranks third overall (42%) but appears to be a lower priority in countries like Italy (24%) and France (17%).

Similarly, fuel consumption is heavily monitored (71%), with peaks of 79% and 74% in the UK and Ireland.

European fleet managers also seek benefits including real-time management (55%), regulatory compliance facilitation (47%), integration of data sets and sources (45%) and process transparency (40%).

Cost is the primary data insight used by fleet managers:

UK	76%
Spain	74%
Netherlands	60%
Italy	77%
Ireland	72%
Germany	72%
France	57%

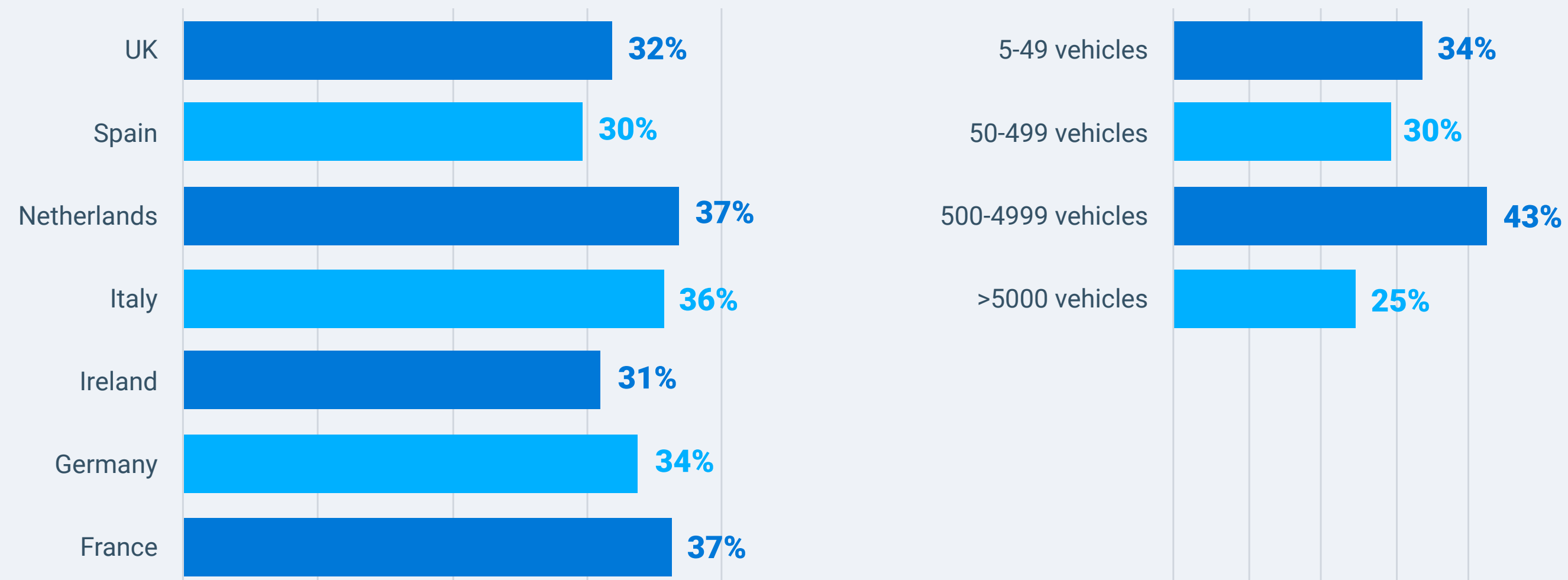|	
5-49 vehicles	72%
50-499 vehicles	70,50%
500-4999 vehicles	60%
>5000 vehicles	67%

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CHAPTER 03

Sustainability requires a greater focus

Sustainability has (yet) to emerge as a significant priority for small-mid fleets. When adopting telematic solutions, CO2 emissions data (29%) are among the least utilized metrics, and sustainability-related benefits (30%) are the least recognized from data insights.

The majority of fleet managers believe their organization will meet emission targets on time (44.5%) or even ahead of the deadline (31%).

The survey underscores a common need for businesses to prioritize sustainability and integrate CO2 tracking into their fleet data systems. As emissions regulations tighten, particularly in Europe, companies will need to leverage their data insights for reporting and compliance. Telematics can play an important in supporting sustainability efforts and the challenges ahead.

Achieving sustainability goals is not top of mind for fleet managers when leveraging data:

Country	Percentage
UK	32%
Spain	30%
Netherlands	37%
Italy	36%
Ireland	31%
Germany	34%
France	37%

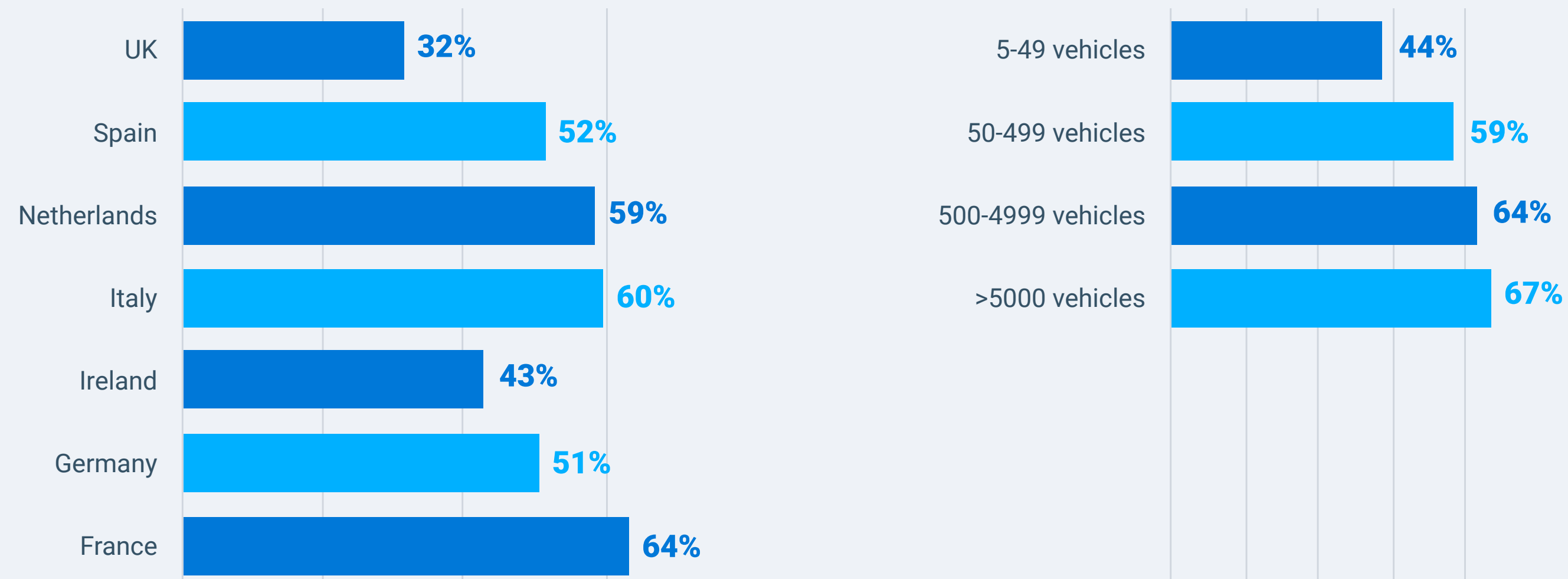| Fleet size	Percentage
5-49 vehicles	34%
50-499 vehicles	30%
500-4999 vehicles	43%
>5000 vehicles	25%

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CHAPTER 04

The road forward

To better leverage data insights, fleet managers would need more advanced tools (49%), faster data access (47%) and simplified reporting (46%). Additionally, the lack of systems interoperability is reported as a key area of improvement for telematics – particularly in countries like Italy, where 57% of respondents identify it as the primary barrier to relying on data.

Artificial Intelligence (AI) plays a significant, yet debated role. While 51% of fleet managers believe AI will enhance their ability to access data quickly to drive actionable insights, 40% are also concerned it will add layers of complexity. Larger companies seem to be more optimistic about AI: 64% of 500-4999 vehicles fleets believe it will improve data access and insights.

Trust in AI varies by region. Higher levels of trust are found in France (64%), Italy (60%) and Netherlands (59%), while fleet managers in the UK (32%) and Ireland (43%) remain more skeptical. Spain (52%) and Germany (51%) sit in the middle.

Fleet managers believe that AI will simplify data analytics:

Region	Value
UK	32%
Spain	52%
Netherlands	59%
Italy	60%
Ireland	43%
Germany	51%
France	64%

Fleet size	Value
5-49 vehicles	44%
50-499 vehicles	59%
500-4999 vehicles	64%
>5000 vehicles	67%

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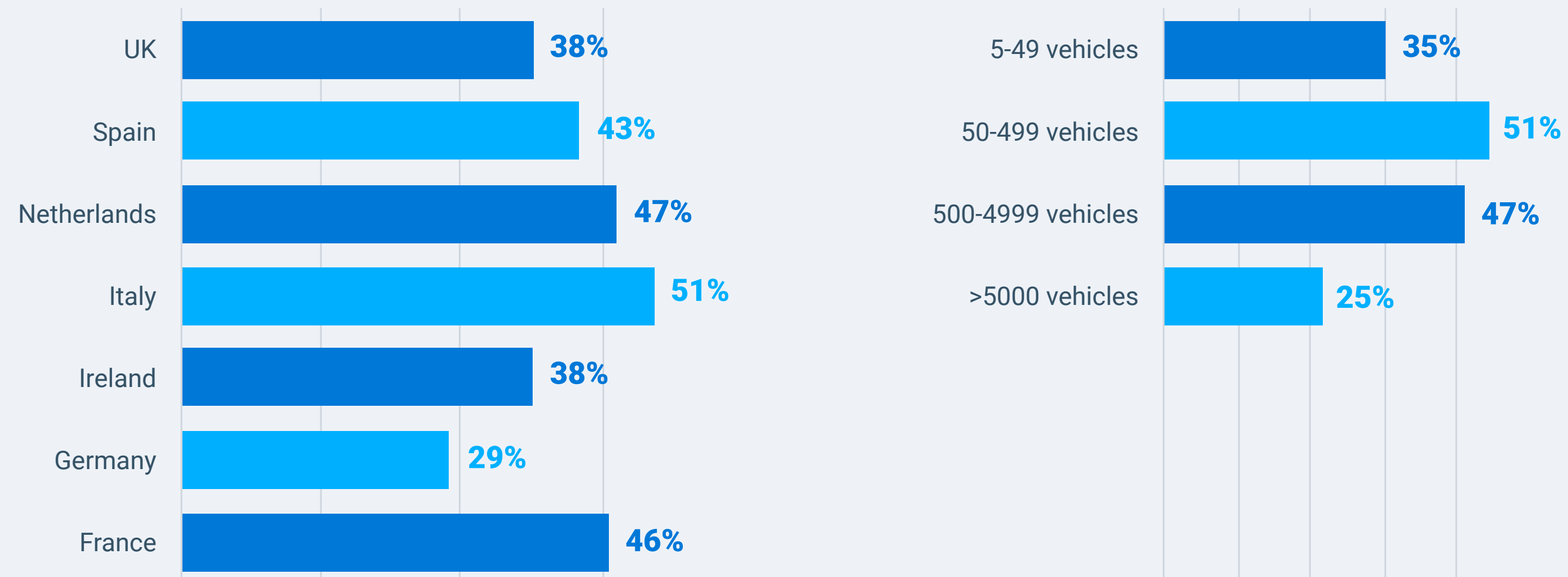
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CHAPTER 05

Safety

On average, safety assessment ranks among the top data uses for European fleet managers (42%), though it varies by country – from Italy at 51% to Germany at 29%.
Usage also differs by fleet size: medium-sized (50 to 499 vehicles) and large ones (500 to 4999 vehicles) prioritize safety goals more, with 51% and 47% respectively using data for this purpose.

Additionally, 43% of fleet managers use telematics data to monitor driver behavior, with some variation across countries: Germany (54%), Spain (47%), Netherlands (44%), Italy (42%), UK (40%) and Ireland (36%).

While data insights are valuable for addressing safety concerns, the study noted 49% of fleet managers believe privacy and security issues still need to be addressed.

Safety is among European fleet managers' top data uses:

Country	%
UK	38%
Spain	43%
Netherlands	47%
Italy	51%
Ireland	38%
Germany	29%
France	46%

Fleet size	%
5-49 vehicles	35%
50-499 vehicles	51%
500-4999 vehicles	47%
>5000 vehicles	25%

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