

## Geotab's connected vehicle data helps Europcar Mobility Group optimize operations and improve their customer experience

Discover how Geotab is assisting Europcar Mobility Group in making its European fleet fully connected, providing data insights that drive operational efficiencies.

### Challenge: Seeking connected data to improve efficiency

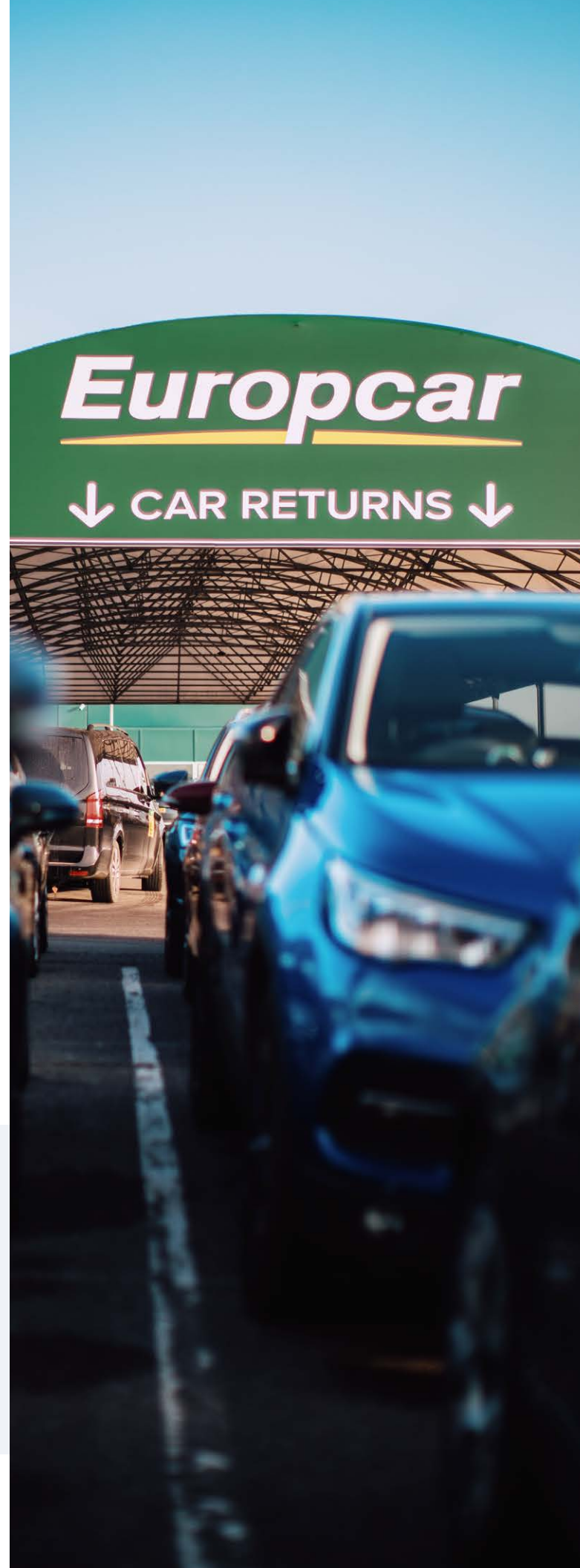
Europcar Mobility Group offers vehicle rental, car sharing and car subscription services to consumers and businesses across over 130 countries worldwide.

The company needed a telematics solution with a connected car program to improve their customer experience, enhanced and informed by the data it would provide. Additionally, they were eager to drive optimization within the internal organization and recognized that a data-driven approach was necessary to inform processes and enhance efficiencies.

Once Europcar Mobility Group decided this would be their approach, they conducted a comprehensive procurement exercise to select the right partner.

"We assessed a number of providers, and Geotab proved to be the best solution from both a technical perspective and with regards to integration. Since then, we haven't changed our provider, so it's a good collaboration that we were able to establish."

– Roy Tippner, Network Transformation Director,  
Europcar Mobility Group





## Fleet profile

### Company:

Europcar Mobility Group

### Industry:

Rent-a-car

### Fleet region :

Europe

### Types of vehicles:

Passenger cars and commercial vehicles

### Fleet size:

180K across  
6 European countries

### Fleet focus:

Fleet Optimization,  
Sustainability

### Solution:

Geotab GO9  
telematics device

MyGeotab fleet  
management software



## Solution: Supporting Europcar Mobility Group's Connectivity Goals

Europcar Mobility Group achieved vehicle connectivity with Geotab's **GO9 telematics device**, which plugs directly into the vehicle's OBD II port. The device sends real-time data from a multitude of sources, including the engine, drivetrain, instrument cluster and other subsystems, to the **MyGeotab** web-based fleet management platform, together with rich, accurate data on vehicle location, speed, trip distance and time.

Through its partnership with Geotab, Europcar Mobility Group is developing its connected vehicle program across Europe, Australia and potentially expanding to the United States. The current level of connectivity varies from country to country, with 100 percent of the UK's fleet fully connected and other markets still developing. Overall connectivity is 67 percent for all six core markets in continental Europe, with the ambition to be fully connected by the end of 2024.

As a global mobility services provider, Europcar Mobility Group then has plans to expand its connected vehicle program outside of Europe, with this development just starting in Australia.



## Impact: Rich vehicle data enhances the customer journey and optimizes operations

The benefits of Europcar Mobility Group's connected vehicle program in partnership with Geotab are focused on optimization of operations and enhancing the customer journey.



### Collision detection

Potential collisions can now be identified in real time, automatically triggering business processes or even assisting the customer if required. By leveraging Geotab's machine learning model, false positives are significantly decreased.



### Maintenance insights

Geotab's connected vehicle data provides Europcar Mobility Group with valuable insights into their vehicle maintenance needs, allowing for proactive maintenance scheduling and reducing the risk of costly unexpected breakdowns.



### Remote monitoring of odometer and fuel level/EV charge

Europcar Mobility Group can now remotely monitor the odometer and fuel level or EV charge of their vehicles. This enables more efficient fleet management and proactive maintenance scheduling.



### Accelerating recovery of stolen vehicles

Europcar Mobility Group's connected vehicle program has delivered strong benefits in this area. When a vehicle gets stolen, their ability to recover it has significantly improved. This is because they can now identify the exact location of the particular vehicle in real-time the moment they are alerted that it has potentially been stolen.



### Helping drivers move sustainably

Europcar Mobility Group sees a big use case in supporting their customers to accelerate their rate of carbon reduction. Data-driven insights from their connected vehicles enable Europcar Mobility Group to provide advice on how drivers can adopt more sustainable driving behaviors. MyGeotab's Driver Safety Scorecard ranks each driver for core safety metrics such as excessive speeding and harsh acceleration, which are directly related to fuel efficiency and associated CO<sub>2</sub> emissions.



### Value creation for B2B customers

Utilizing MyGeotab, Europcar Mobility Group can now offer a complete fleet management solution to all customers that rent more than 10 vehicles with them. This helps their customers optimize their fleet operations while improving their productivity, sustainability, safety and compliance. This is an added value that Europcar Mobility Group can provide to differentiate itself in the fleet rental market.

## Next steps: Keyless vehicle access

In this digitalized world, there is a great deal of appetite from consumers for a more seamless check-in experience. This keyless solution enables customers to skip the counter and go straight to their rental vehicle, remotely opening it through their phone. Starting with a pilot in France to evaluate its effectiveness, Europcar Mobility Group plans to launch this offering in Europe and are at the evaluation stage with Geotab being selected as their partner for the project.

This operational game-changer will save Europcar Mobility Group's employees considerable time and enhance the customer journey.



“With Geotab’s connected vehicle offering, we can provide our B2B customers with advice on implementing sustainable driving practices and enable fleets to maximize their benefit. This is value creation that Europcar Mobility Group can provide thanks to our connected vehicle data.”

– **Roy Tippner, Network Transformation Director,**  
**Europcar Mobility Group**

Discover how fleet management technology can improve your business:  
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or email [info@geotab.com](mailto:info@geotab.com)

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