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ALD Automotive launches connected car solution in Spain

ALD Automotive is pleased to announce the launch of ALD ProFleet in Spain, a newly enhanced connected car solution that provides fleet managers and drivers access to their real-time connected car data. ALD ProFleet helps facilitate overall fleet management efficiency, optimize fleet utilization, generate fleet savings, improve driver experience and contribute to strategic fleet decision making for both corporates and SMEs thanks to data-based services.

Through onboard data devices that are fitted into each vehicle, ALD ProFleet collects and transmits a broad range of real-time encrypted vehicle data which is stored on a secure, cloud platform. The data is processed, enriched and used to provide a wide range of connected technology fleet services through a customizable portal for fleet managers and dedicated mobile app for drivers.

Connected fleet data allows fleet managers to monitor overall fleet activity to help prevent prolonged vehicle downtime, apply geofencing policies, track CO2 emissions, geo-localize stolen vehicles for recovery, identify fuel optimization opportunities, implement driver safety initiatives and monitor overall fleet productivity.

Fully compliant with data privacy regulations, the dedicated mobile app fleet allows drivers to manage data permission controls, access mileage data for both business and private trips, participate in gamification services, which encourages the adoption of smarter driving habits and supports internal policies, and benefit from vehicle maintenance service reminders and fuel efficiency indicators.

The newly revamped ALD ProFleet solution is based on 10 years of telematics experience accrued by the Group and benefits from data expertise provided by US-based data intelligence platform partner, Vinli, who provides industry leading smart car data integration and processing, as well as connected car software development expertise.

Plans are underway to roll-out ALD ProFleet across Europe and Latin America starting with over a dozen markets in 2021 and connected car capabilities will be further expanded in the coming months with additional services.

"Connected car solutions go beyond traditional administration services by connecting the fleet manager real-time with their fleet to make better informed decisions and take fleet management to a new level," confirms John Saffrett, Deputy CEO of ALD Automotive. "Data is the game-changer and ALD ProFleet will enable fleet managers to explore new opportunities and fundamentally change the way mobility is managed going forward."

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