

# NEW PRODUCTS NEWS

## NEWS IN BRIEF

### Quartix Releases New Mobile Tracking App

Quartix has released a new mobile app which enables users to view the real-time location of their vehicles and access the core features of the system whilst on the move. The app is free to download and can be used by all Quartix customers. The Quartix app offers three key features: Vehicle List – a summary of all the vehicles to which the user has access, and their present location.

Live Tracking – shows the latest location of a chosen vehicle in real time, as well as other vehicles in the area. The vehicle can be selected to be 'followed' by the app, and the map screen will automatically be updated.

Trip Data – shows the trips carried out on any day over the previous six months.



The app is now available to download on the iTunes App Store, with Android and Windows versions coming soon.

### Vanarama Unveils Mobile-Friendly Website

UK van leasing specialist, Vanarama has invested £100,000 into the re-design of their website [www.vanarama.co.uk](http://www.vanarama.co.uk) to make it more mobile-friendly.

Representing twenty times any previous spend Vanarama has made on its website, Andy Alderson, Managing Director, explained why the investment in the new site was so important: "Our key customer base consists of builders and tradespeople, so it's no surprise that 52% of our customers are out on the road, viewing our website from a mobile device. This figure is only going to grow, so it was vital to create a 'mobile first' design to our site. This would help ensure that mobile users would have just as good an experience on their mobile as they would on a desktop PC. The site needed to operate effortlessly and work seamlessly for customers using touch screen devices who need access to user-friendly information anywhere at any time."



V-Class hints of future Vito Styling?



## LATEST MERCEDES PEOPLE CARRIER HINTS AT NEW VITO

The latest Mercedes V-Class has been revealed, hitting the market in March. This premium people carrier is likely to form the basis of the design for the new Vito van, due later this year.

Note the design of the front of the vehicle which resembles closely Mercedes-Benz's smaller, City van the Citan.

## VAN DRIVERS ARE 'PIMPING' THEIR RIDES

The white van man is dead. That's the claim of Richard Bunn, Director of White Hot Vans. He has put together a 'pimping' service for his customers' vans.

Bunn says that he has seen an increasing demand for eye catching vans: "It's a different world now from when we had the typical old white van man and we provide vans which reflect this. Tradesmen virtually live in their vans - essentially it's the office as well - and the van is becoming more important in

selling and branding a company's services. Overall the quality of commercial vehicles is becoming better and better."

Bunn continued: "It's estimated around 3000 people might see a vehicle every day, so sign writing is becoming more and more eye catching as trades people try to attract attention to their businesses. Wrapping vehicles is becoming more popular and again, we can arrange everything at trade prices,

## NEW CLOUD BASED FLEET MANAGEMENT SOFTWARE

Truckcom is launching a new version of its fleet management software that is based entirely in the cloud, with no need for users to install any software on their own PCs or servers. Users just open a web page in their internet browser and they're straight into using the new system.

To promote the new software Truckcom are offering a range of promotional discounts this Spring, including a unique discount offer to visitors to its stand at the CV show.



helping them attract more attention at more affordable rates."

It is good to see that a van dealer is seizing the initiative and adding value to the sales process. This will make the White Hot Vans brand stand out from the crowd.

## DRIVEPLUS VAN LAUNCHED TO SAVE DRIVERS MONEY

Direct Line for Business (DL4B) has launched DrivePlus van, its new telematics App for van drivers, which is free to download.

Direct Line claim that drivers can save up to 15% on their van insurance by tracking 300 miles of driving using DrivePlus van. Once 300 miles are logged, users will be provided with a driving score

out of 100 (with 100 being the safest) and a promotional code to redeem the discount at DL4B.

Jasvinder Gakhil at Direct Line for Business said: "Telematics has been used for a number of years by Fleet managers in order to track their vehicles and optimise productivity. Here at Direct Line for Business we're bringing that technology to

owners of single vans in an easy to use app. With capital still stretched for many small businesses, owners of commercial vans are understandably concerned about the cost and risks of operating their vehicle. Telematics encourages responsible driving and through our App this can earn drivers a significant discount on their van insurance."

## VOLVO TO PAY COMPENSATION FOR LESS THAN 100% UPTIME

Volvo Trucks has become the first truck brand with a service contract that promises 100% uptime. So now, anyone signing up to a new Volvo Gold Contract, hands over the risk of the truck coming to a standstill to the truck manufacturer:

"Volvo Trucks is the first truck manufacturer to take care of its customers in this way and actually say 'we will take the responsibility'. This is totally new," said John Russell, Transport Solution Manager for Volvo Trucks in the UK.

Customers with this new Gold Contract pay a fixed monthly fee and then hand over all the service, all the maintenance and any repairs to Volvo Trucks. Volvo Trucks in turn, promise that the truck will be available whenever the customer needs it and if this promise is

not kept, the customer will receive pre-determined compensation.

This kind of offer has been made possible by new technology. Volvo Trucks had previously used telematics for services like Dynafleet and Fuel Advice, but it is now taking another step and basing a service contract on measurement data of this kind.

Trucks with the new Gold Contract are linked to the Telematics Gateway communication unit, which registers how far the truck is driven, its gross vehicle weight, the terrain it is being driven in, the status of various components and whether any will soon need replacing. Then a customer service representative at the dealership is responsible for keeping a check on, and reacting to, any

deviating information.

As far as Volvo Trucks is concerned, service contracts result in customers who are more satisfied and more loyal.

"Service contracts are probably the most important service we have at Transport Solutions when it comes to creating long-term loyalty," said Russell. He added: "It is vitally important that promises are kept and that continuous contact is maintained to ensure that service contracts offer customers value for money."



**John Russell, Transport Solution Manager for Volvo Trucks in the UK**

## RAM MOUNT UK'S NEW GADGET MOUNTS

With mobile computing on a persistent incline in near enough every industry, high-powered tablets, switches and control systems are in constant demand, as are finding inventive and simplistic methods of using them effectively in a working environment.

Built from durable marine-grade aluminium with unique rubberised patented ball and socket designs,

RAM's new phone and tablet holders are strong, attractive and durable.

The company now has a product range of over 3000 interchangeable components including a huge range of both universal custom holders for a number of devices; such as smart phones, cameras, sat-navs, tablets and laptops.

