

CASE STUDY

The AA

CATEGORY

Roadside Vehicle Assistance



Telematics savings lead to creation of AA fleet intelligence

Challenge

The AA has a renowned roadside vehicle assistance and recovery division, operating more than 3,000 patrol vehicles. Each mechanic attends 1,200 breakdowns every year.

The AA wanted a telematics and driver behaviour system that was easy to install and would cut fuel expenditure across the fleet. After investing in Trakm8's telematics, the AA was so impressed that it partnered with Trakm8 to create a similar product for its private and business members, Fleet Intelligence.

Deployment

A self-fit dongle connects to the OBD port, making AA Fleet Intelligence low-cost and easy to install. The data is accessible through a simple web portal. With tracking and geo-fencing as standard, AA's engineers can clearly see the location of any broken down vehicle. Fleet Intelligence also includes driver behaviour monitoring, with an accelerometer capturing heavy-footed driving. Furthermore, it activates automatic data transmission to the fleet managers and the AA Insurance Services (for AA insurance customers) in the event of a collision.

Results

The AA saved £1 million on its fuel bill in the first year of deploying the product in its own fleet. Customers using AA Fleet Intelligence report increased fleet efficiency, a 10-15% fuel saving, a reduction in private mileage, and a lower carbon footprint.

"These are hard figures and excellent savings. We are continuing to work together on pioneering solutions which will see the cost saving benefits of driver behaviour monitoring and preventative maintenance passed onto our own customers."

Chris Bailey, Motoring Innovation Director, AA



CUSTOMER PROFILE

- More than 3,000 patrol vehicles
- Each attending 1,200 breakdowns per year
- Leading roadside vehicle assistance and recovery specialist



KEY METRICS

- **£1 million reduction in own fuel bill**
- **10-15% fuel savings achieved by Fleet Intelligence customers**
- **Also reduction in private mileage for company vehicles**

