

## Fleet Data in Action:

### Connecting Decisions to Outcomes Across the Fleet Lifecycle

#### **DATA EXISTS FOR ONE PURPOSE: TO ENABLE BETTER DECISIONS.**

Throughout the vehicle lifecycle, fleet managers face a series of critical choices: Which vehicles should we buy? How can we reduce driver risk? What maintenance strategy best protects uptime? When is the right time to sell assets?

Each of these decisions shapes overall fleet performance, and each can be improved with data. Fleets that use data effectively go beyond optimizing individual moments—they manage the progression of outcomes across the entire lifecycle.

#### **BUY: USE DATA TO SPECIFY THE RIGHT VEHICLES**

Buying decisions lock in cost and resale outcomes before a vehicle ever enters service. Data such as historical resale values, residual forecasts, fuel economy, and utilization patterns will reveal which vehicles perform and which drive cost without good returns.

Upfitting decisions are equally important. Access to historical data can help fleets evaluate which specs retain value and which increase cost without meaningful return.

The result of making the “right” decision at the time of purchase is a vehicle that is easier to operate, maintain, and sell.

#### **DRIVE: IMPROVE SAFETY, CONTROL RISK, AND MANAGE UTILIZATION**

Fleets that proactively monitor and address high risk driving behavior are better positioned to reduce incidents and control insurance costs. Telematics technologies provide real-time visibility into driver behavior and vehicle performance. Alerts for speeding, harsh braking, or excessive idling help identify risks early.

Telematics also keeps fleet managers abreast of critical vehicle utilization trends. Armed with this information, fleets can:

- **Preserve vehicle condition**
- **Efficiently manage fuel and idle time**
- **Identify and address maintenance trends**

## **SERVICE: PROTECT UPTIME AND PRESERVE ASSET CONDITION**

Maintenance decisions shape both reliability and resale outcomes.

Preventive maintenance remains essential, but it shouldn't stand alone. Combining scheduled service with operational and performance data helps fleets to detect issues earlier and adjust service plans to match real operating conditions.

When maintenance data connects to decisions, fleets can:

- **Reduce unexpected breakdowns**
- **Extend asset life**
- **Improve resale value**

## **SELL: USE DATA TO OPTIMIZE TIMING AND MAXIMIZE VALUE**

Remarketing is where lifecycle decisions become financial outcomes.

Market trends, vehicle condition, utilization patterns, and maintenance history all influence resale performance. Data helps fleets determine when to sell vehicles for maximum returns. By monitoring cost trends, depreciation patterns, and market pricing, fleets can identify the optimal point to replace vehicles.

Timing is essential.

Replacing a vehicle too late can result in:

- **Lower resale value**
- **Higher reconditioning costs**
- **Reduced buyer demand**

In contrast, disciplined, data-informed remarketing strategies help fleets:

- **Maximize proceeds**
- **Reduce holding risk**
- **Free up capital more efficiently**

## **THE REAL ADVANTAGE OF DATA-INFORMED FLEET MANAGEMENT**

In many organizations, fleet data is still viewed primarily through the lens of driver and vehicle performance. While valuable, this only captures part of the picture. The real advantage comes from using data to connect decisions across the vehicle lifecycle.

When fleets take this approach, they don't just react as different situations arise. They make informed choices at each stage and ultimately capture stronger outcomes downstream.