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## **Preview success for MiX Track ahead of its launch at Commercial Vehicle Show 2011**

MiX Track, which is being launched at the 2011 Commercial Vehicle Show, has proved a resounding success in a series of pre-launch previews which has resulted in more than 2,000 vehicles already being connected to the new system.

"As the latest generation of our tried, tested and proven DataTrak commercial vehicle track and trace product, we were expecting a healthy interest from operators from the word go," says Steve Coffin, Marketing & Operations Director, MiX Telematics. "However, the rate of uptake has exceeded all our expectations and we are naturally delighted by the response."

Building on the reputation and solid foundation developed by DataTrak over the past quarter of a century, MiX Track has been designed to ensure operators remain aware of the whereabouts of their fleets at all times without becoming overburdened by technology.

MiX Track involves the fitment of a small, covertly-located onboard computer which continuously transmits vehicle-related information to MiX Telematics' secure server. Users can access their password-protected data and reports 24/7 via the intuitive MiX Track application on any internet-enabled office computer. In addition, the system can be used in conjunction with MiX Mobile, a purpose-designed App for smartphones and mobile devices, which makes track and trace data available even when away from the office.

"While many operators require the full functionality of a fleet management system, a significant proportion is looking for a more simple solution which meets their needs by providing basic vehicle positioning and location information – this is the niche MiX Track has been primarily designed to fill," says Steve Coffin, Marketing and Operations Director for MiX Telematics (UK). "And by providing this information in

an easy-to-interpret format, in the office or while on the move at an affordable low cost, MiX Track now makes track and trace available to all."

For complete flexibility, MiX Track is available on either a monthly contract basis for those wishing to get up-and-running with no up-front costs, or as a 'pay as you go' product for those who prefer a contract-free scenario.

MiX Track provides both real-time and historical data. As well as track and trace functionality, real-time information can be used to determine which vehicle is best placed to undertake a particular job at any given time, while historical data can be used to monitor and identify trends which can be then be translated into efficiency-enhancing actions that provide real business benefit.

For those wishing further analyse the operation of their fleet, MiX Track can also provide information on a range of vehicle-related events including speed, idle time or the use of equipment such as power-take-offs.

MiX Track is backed by a comprehensive suite of reports, including Congestion Charging Zone reports to trip reports and location reports. Entry into or out of pre-configured 'geo-fenced' areas can also be recorded.

### **MiX Telematics**

Founded in 1996, MiX Telematics is a global provider of vehicle tracking and fleet management products and services to consumers and companies of all sizes in over 75 countries on six continents. The company's commercial product range – formerly marketed under the VDO brand and sold by Siemens VDO for 10 years – helps fleet owners ensure driver and passenger safety, reduce fleet running and fuel costs, comply with selected industry regulations, and track and protect vehicles and drivers. Commercial customers include Parmalat, Schlumberger, Chevron, Greyhound, Spar, and Scania. MiX Telematics has offices in South Africa, Germany and the United Kingdom and an extensive global distribution network.

### **Further information:**

#### **Steve Coffin**

Marketing & Operations Director  
MiX Telematics (UK), 6180 Knights Court,  
Solihull Parkway,  
Birmingham Business Park,  
Birmingham, B37 7YB  
Tel: 0121 717 5385  
Mob: 07787 103267  
E-mail: [steve.coffin@mixtelematics.com](mailto:steve.coffin@mixtelematics.com)

#### **Phil Sampson**

Albany Communications  
Tel: 01525 372494  
Mob: 07885 152132  
E-mail: [psampson@albanycom.co.uk](mailto:psampson@albanycom.co.uk)

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[www.mixtelematics.co.uk](http://www.mixtelematics.co.uk)