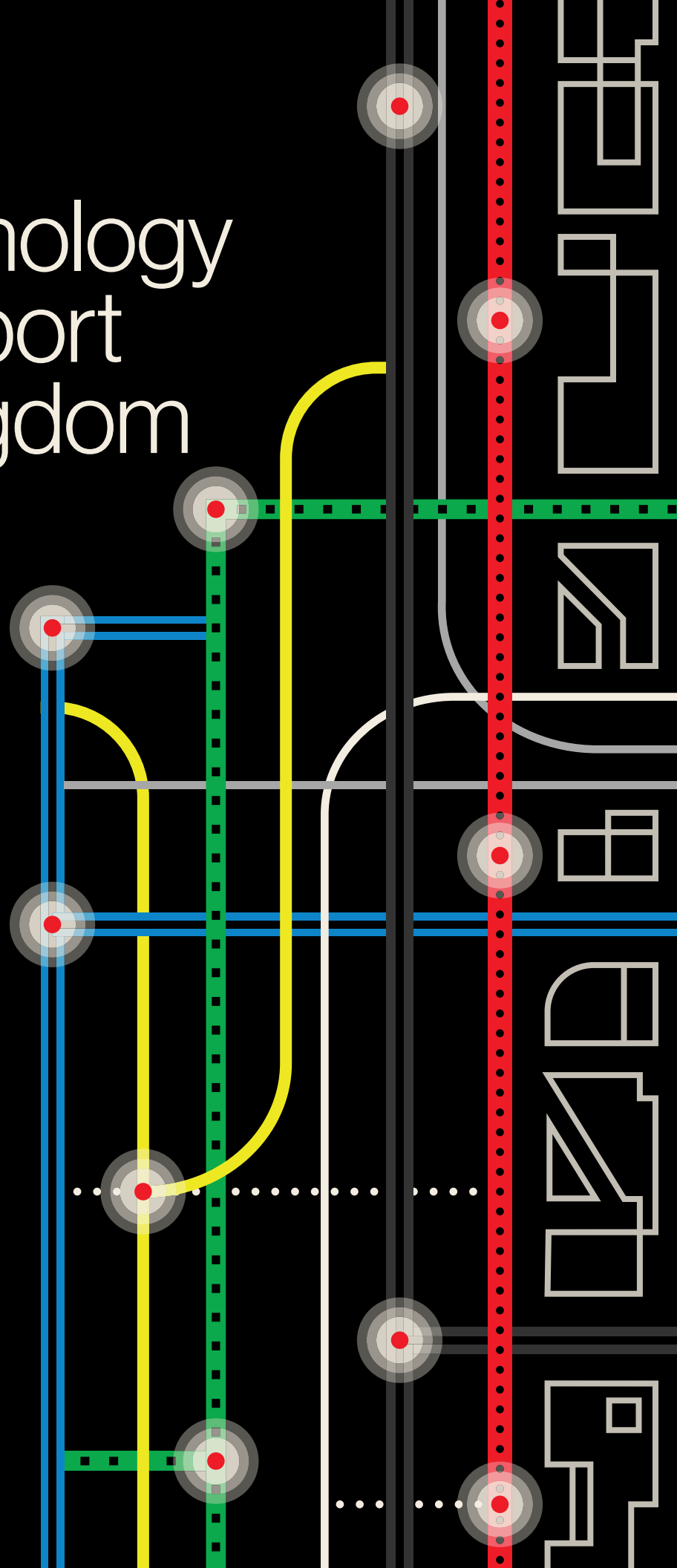


2025 Fleet Technology Trends Report United Kingdom

verizon
connect



Business owners increasingly choose advanced fleet management technologies to stay competitive.

Technology solidifies its position as one of the best allies for businesses to drive results.

Inflation is falling in the UK. According to the International Monetary Fund “it is expected to fall by 2% by 2025”¹ and in this scenario consumers’ purchasing power increases. Further to this, “GDP is expected to grow from 1% in 2024 to 1.9% in 2025 across the UK.”²

Economic activity is expected to improve through 2025 but slowly.³ This recovery goes hand in hand with advanced technologies that can help companies to better manage their resources and improve their financial standing in the market.

For fleet reliant businesses, fluctuations in fuel prices have posed a major challenge to operating costs and have required businesses to become more efficient on a day-to-day basis in order to maintain their productivity and profitability and help contribute to a healthier bottom line.

In the Fleet Technology Trends Report Survey conducted by ABI Research for Verizon Connect, results reveal that the number of fleets using GPS tracking technology in the UK was **75%**, showing that the adoption and confidence in these solutions remains high and continues to grow.



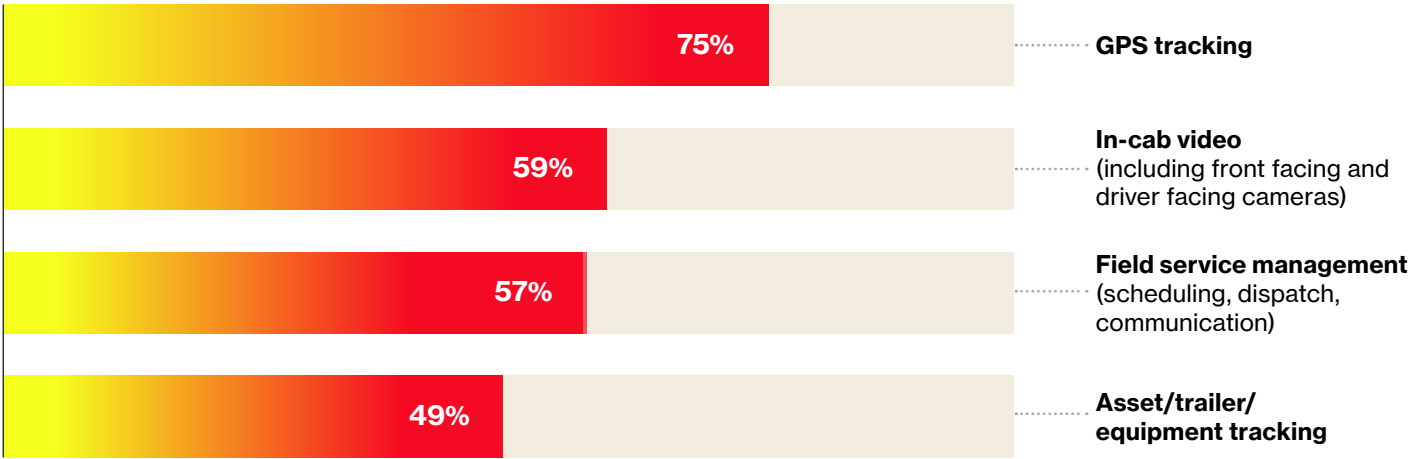
Here are some of the key findings from the survey across EMEA:

- Of the businesses in the top 5 industries we surveyed, up to **79%** realised a positive ROI in 12 months or less after implementing a GPS tracking solution.
- Cost savings are key for fleets, **65%** of survey respondents who have a GPS tracking solution stated that it is “very” or “extremely” beneficial in reducing their fleet costs.
- Productivity was seen to improve in **67%** of businesses surveyed, a critical area of any business and often a key strategic goal.
- Cost savings matter and fleet management technologies can help. Those that have implemented GPS fleet tracking have lowered their fuel consumption by **24%**, reduced accidents by **19%**, lowered labour costs by **19%**, have decreased vehicle maintenance by **16%** and also decreased insurance costs by **20%**.
- The benefits of smart technologies such as integrated video have also been positively perceived, with **75%** of video solution adopters citing improved driver safety, **70%** seeing improved protection from false claims and **47%** reducing insurance costs.
- Adoption of electric vehicles increased year over year across Europe, with **53%** of those surveyed claiming to have incorporated electric vehicles in their fleet, up from **10%** on the previous year.
- Sustainability remains a top priority for all, and with fleet tracking solutions in-place, businesses were able to reduce their CO2 emissions by **25%**, helping their fleets become greener and more environmentally friendly.

The number of fleets using GPS tracking technology in the UK in 2024 stood at 75%.

2024

Fleet technology currently utilised:



Fleet technology currently utilised by business size:

	Small (1-49 vehicles)	Medium (50-499 vehicles)	Enterprise (+500 vehicles)
GPS tracking	78%	73%	80%
In-cab video (including front facing and driver facing cameras)	22%	66%	62%
Asset/trailer/equipment tracking	37%	40%	90%
Field service management (Scheduling, dispatch, communication)	15%	58%	82%

How fleet tracking technology exceeds customer expectations.

Fleet technology trends survey key takeaways

75%

of respondents using GPS fleet tracking software found it “very” or “extremely” beneficial in helping to manage their fleets.

66%

of respondents using GPS fleet tracking software found it “very” or “extremely” beneficial in reducing their fleet costs.

3%

reported a positive ROI within 3 to 6 months and **40%** between 7 to 12 months.

66%

of companies utilising asset tracking have seen improvement in utilisation.

74%

of video solution adopters have improved driver safety.

65%

rated safety as a top challenge to daily fleet operations.



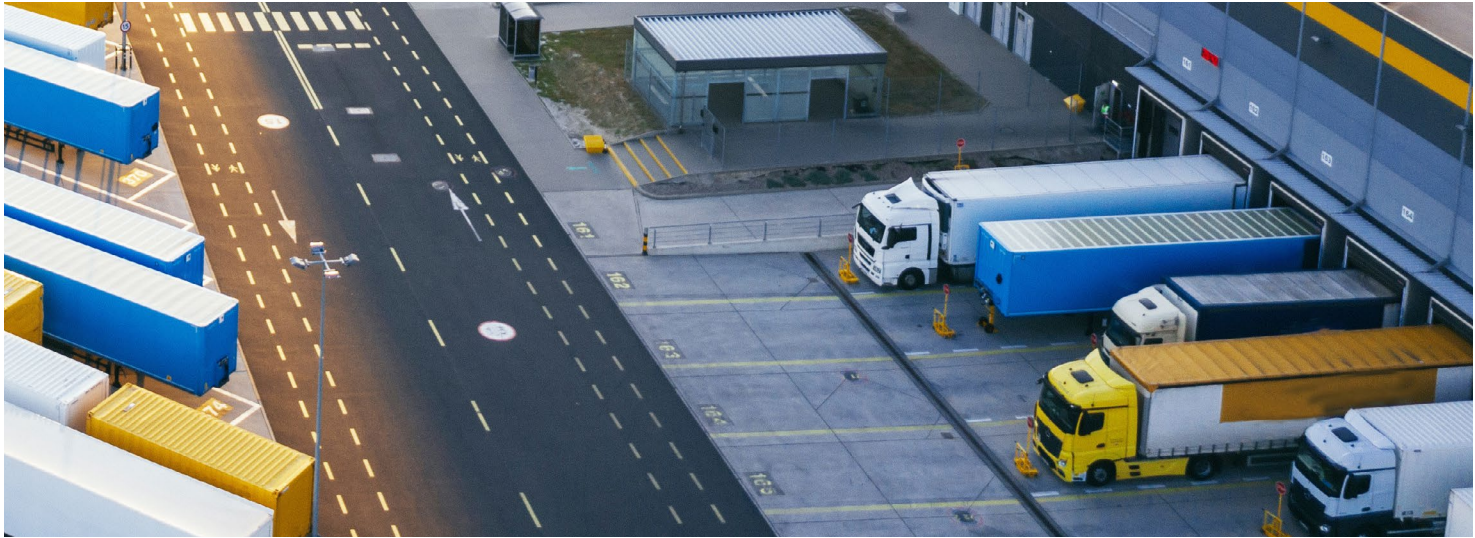
GPS fleet tracking respondents reported:

Improved productivity	63%
Improved customer service	59%
Lowered their fuel consumption	54%
Improved driver safety habits	33%





Businesses protect their team and customers and work to boost competitiveness.





The global economy is changing, inflation is falling and GDP is projected to grow in the UK. In fact, IMF states that “global growth is projected to be 3.3% in 2025.”⁴

In this scenario of global growth, companies continue trusting in fleet management technologies to help build competitiveness, boost efficiency and reduce fleet costs.



Businesses take action






-  **66%** set up processes to check for safety and security of employees and vehicles
-  **60%** invest in a system that helps track vehicle data
-  **58%** use fleet management technology to improve efficiency on daily operations
-  **57%** extend current leasing/renting contracts

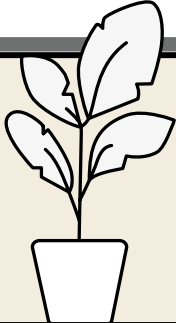
-  **53%** focus on plugging cost leakages because of inefficient routes, fuel overuse, unsafe driving habits
-  **40%** monitor employee and vehicle hours closely
-  **40%** ramp up current initiatives
-  **32%** maintain current initiatives

Who responded to the study in the UK?

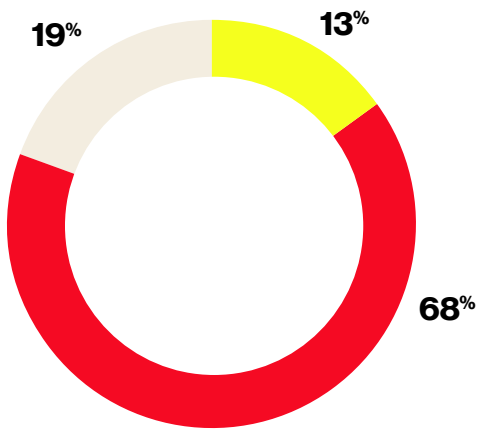
Respondents by job function






	Finance	32%
	Fleet manager	26%
	Risk/Safety	22%
	Management	15%
	Executive	6%



Respondents by fleet size



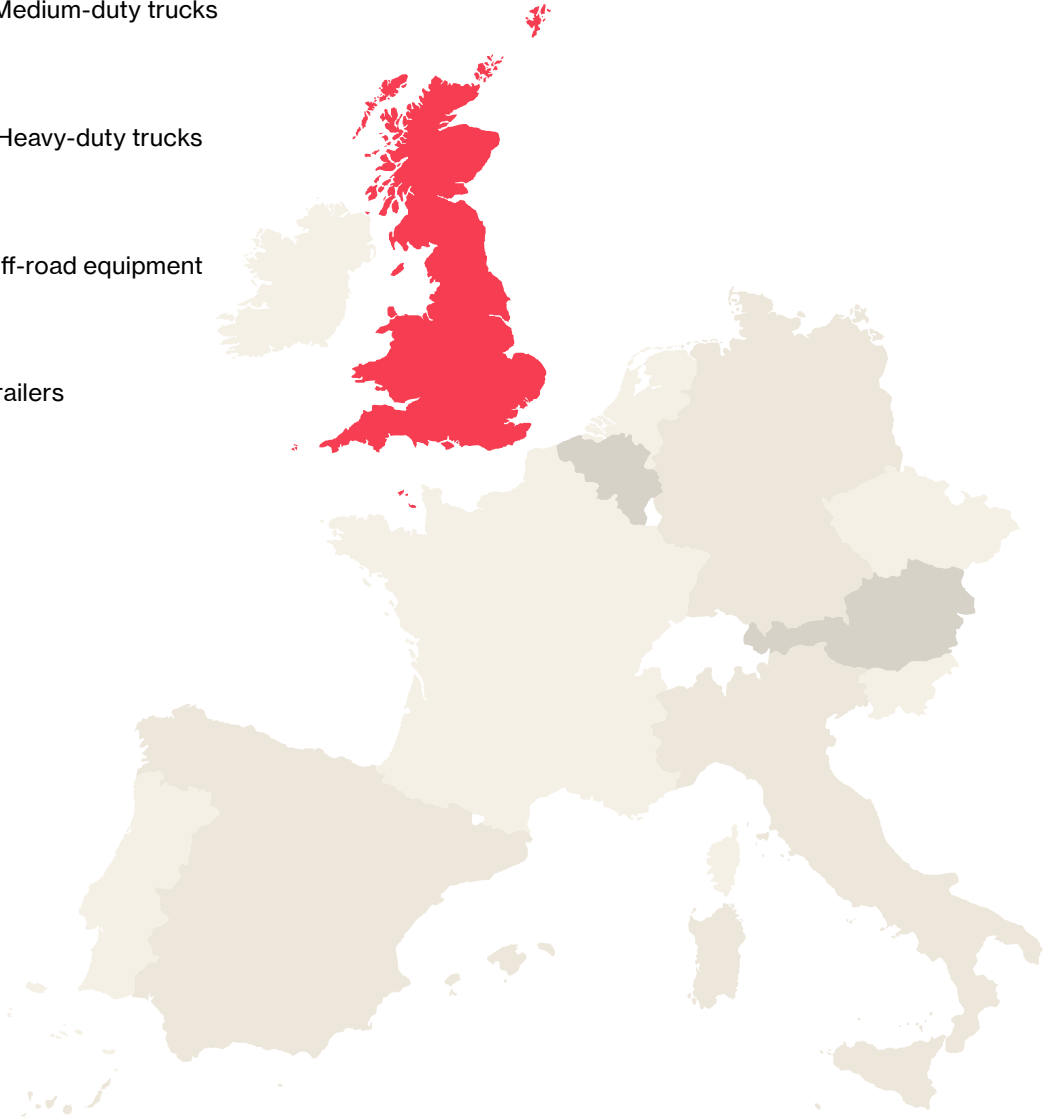
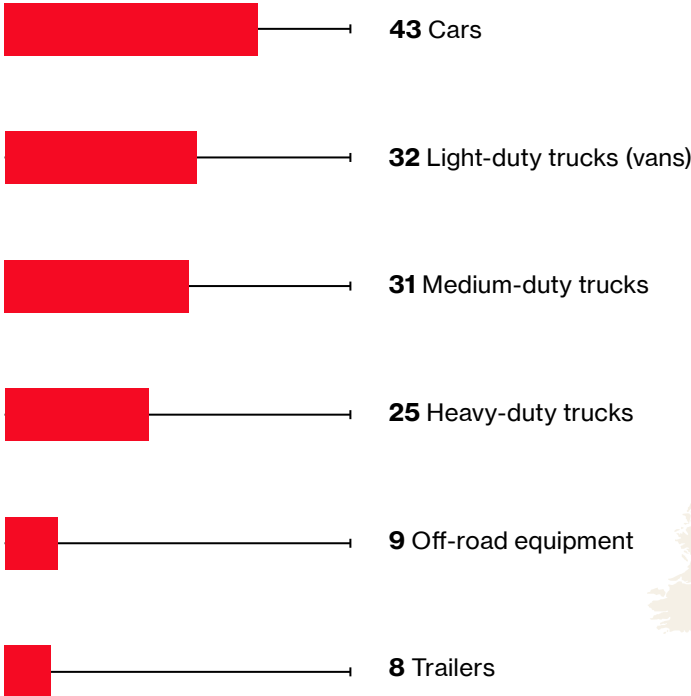
-  Small (1 – 49 vehicles)
-  Medium (50 – 499 vehicles)
-  Large (500+ vehicles)

Respondents by industry

Construction	18%
Petroleum	5%
Government	4%
Retail/Wholesale	9%
Food production or distribution	12%
Manufacturing	16%
Utilities	6%
Passenger transportation	3%
Refuse or recycling	4%
General freight	15%
Services	7%

Who uses fleet management systems?

Overall, **75%** of all respondents currently use GPS fleet tracking software in 2024 in the UK. The average fleet size of all survey respondents in the UK is **148**; these fleets are composed of the following vehicle types:



The benefits of GPS fleet tracking solutions for boosting business potential

Increased improvements in key areas for business such as customer service, regulatory compliance, routing and productivity are some of the benefits that companies achieved after the implementation of a GPS fleet tracking solution.

Decreases in fuel consumption, accidents, vehicle maintenance, labour costs can help businesses to be more competitive in the market.

The majority of respondents from all the top 5 sectors achieved a positive ROI in less than a year after implementing GPS fleet tracking.

Positive impacts seen after implementing GPS fleet tracking in the UK

- **63%** improved productivity
- **60%** increased recovery rate of stolen vehicles
- **59%** improved customer service
- **57%** improved tachograph/regulatory compliance
- **54%** improved routing
- **54%** decreased in fuel consumption
- **46%** improved sustainability
- **35%** improved efficiency
- **33%** improved driver safety habits
- **33%** decreased unauthorised use of vehicles
- **28%** increased seat belt usage
- **26%** improved managing daily operations
- **25%** reduced CO2
- **24%** decreased in labour costs
- **22%** decreased instances like speeding and harsh driving
- **18%** improved vehicle maintenance
- **18%** decreased idling



These are the top 10 challenges that fleet managers face everyday in the UK

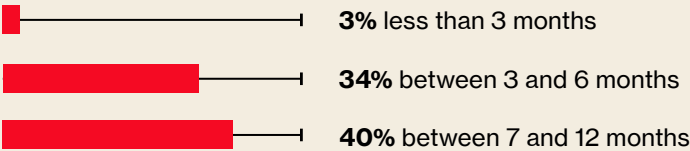
Ranking Position	Daily Challenges	Very or Extremely Impactful
1	Safety	65%
2	Fuel	59%
3	Meeting customer demands and expectation	58%
4	Competitive pressure	57%
5	Increased costs	54%
6	Increased regulatory requirements	54%
7	Labour costs	49%
8	Increased complexity of service offerings	47%
9	CO2 reduction	47%
10	Internal administration	46%






In what timeframe do businesses in the UK achieve a positive ROI after implementing a GPS tracking solution?

The majority of respondents from the top 5 industries achieved a positive ROI in less than a year after implementing GPS fleet tracking.

The general freight sector leads the top industries in realising a positive ROI in one year or less. Impressively, up to 79% of all respondents across all industries saw a ROI in a year or less.

Timeframe to achieve positive ROI in the UK:



Timeframe to achieve positive ROI in EMEA 2024	One year or less	More than one year
 General freight	84%	17%
 Passenger transportation	79%	21%
 Government	76%	24%
 Construction	73%	27%
 Services	73%	27%

Protect your drivers and your business with fleet dashcams

AI-backed video telematics with driver-facing and road-facing cameras is reshaping safety and efficiency for fleets.

Fleet businesses are able to see how smart video can serve as an unbiased witness, an incomparable driver training tool and a gold mine of data.



Goals achieved since implementing in-cab video solution across all industries in the UK

- **74%** improved driver safety
- **73%** reduced false claims
- **65%** reduced accident costs
- **45%** reduced insurance costs
- **34%** improved managing daily operations
- **19%** reduced CO2

86%

of those surveyed across all industries who have a smart video solution achieved a positive ROI in one year or less.

81%

of survey respondents across all industries consider in-cab video “very” or “extremely” beneficial in all the industries to manage their fleets.

Asset tracking technology boosts equipment utilisation and trailer security

A majority of businesses across industries said asset tracking has had a beneficial effect on their business operations. **75%** consider asset tracking “very” or “extremely” beneficial.

74% realized improved equipment and trailer security. Also, **66%** of those currently using an asset tracking solution saw an improvement in equipment and trailer utilisation.

Other goals that can help give companies a leg up on the competitive market include improved productivity and efficiency across the companies’ teams like drivers, workers and office staff, which is key.



Goals achieved since implementing asset tracking across all industries in the UK

- **74%** improved equipment/trailer security
- **66%** improved equipment/trailer utilisation
- **65%** improved efficiency
- **66%** improved efficiency/productivity for office staff/management
- **49%** improved daily operations
- **43%** improved efficiency/productivity for drivers/workers
- **44%** improved safety
- **40%** reduced insurance costs
- **28%** improved sustainability
- **16%** reduced CO2

91%

of those surveyed across all industries who have an asset tracking solution achieved a positive ROI in one year or less.

75%

of survey respondents across all industries consider asset tracking solutions “extremely” or “very beneficial” to their businesses.

Fleets in the UK continue their pathway to electric vehicles... but slowly

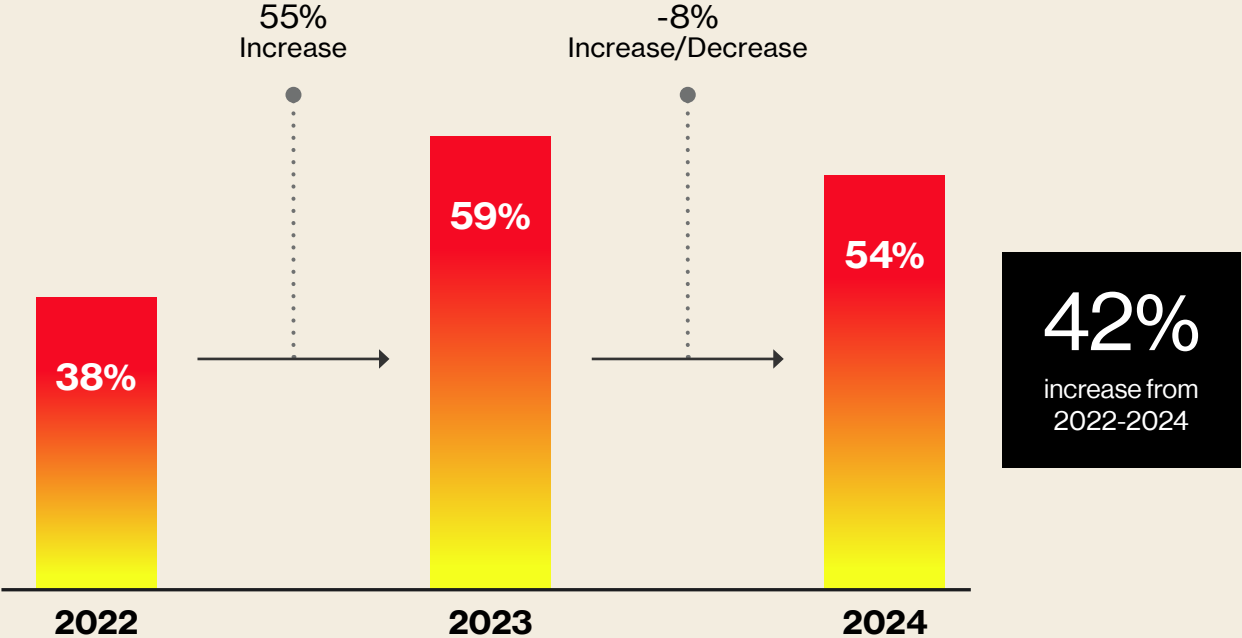
Electric vehicles (EVs) are the future of mobility. They're a key piece of the puzzle when it comes to improving environmental sustainability, and we're therefore seeing the shift towards EVs and new technologies gain ground.

Once electric vehicle prices become more affordable, the network infrastructure of vehicle charging points increases, as well as the range of vehicle's. This may lead to a further increase in the adoption of electric vehicles by more businesses and individuals.

Nowadays, more and more fleets are becoming mixed or green and we are seeing an evolution in the number of electric vehicles across the UK and Europe. This green paradigm has the potential to change the future of transportation to a more sustainable and zero emissions future.

The evolution of the implementation of electric vehicles in British fleets:

Does your fleet include electric vehicles? **Yes.**



Positive improvements after combining the use of GPS fleet tracking solution and electric vehicles

- **75%** improved fleet visibility (Identifying ICE vehicles from EVs vehicles of their fleets)
- **70%** improved efficiency
- **62%** improved managing daily operations
- **56%** reduced operational costs
- **40%** improved maintenance costs
- **37%** improved battery status visibility
- **36%** improved sustainability
- **32%** reduced CO2 emissions
- **18%** identified vehicle electrification suitability (Telematics data helps fleet managers determine which vehicles make ideal candidates to be replaced by EVs)

British fleets are addressing their sustainability and CO2 emissions to reduce their carbon footprint and using the potential of fleet management technologies to meet the next zero-emissions paradigm.



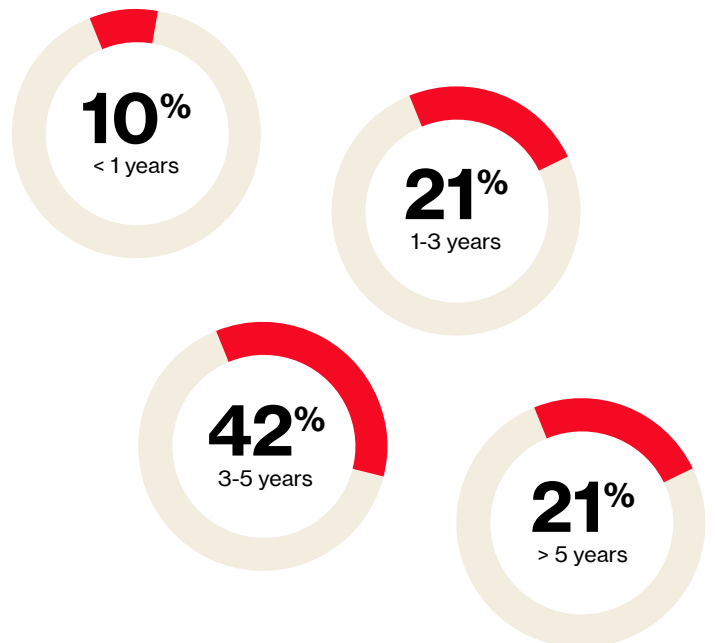
Forecast of fleet electrification in UK

The UK has a challenging scenario to achieve its climate targets. One of the most ambitious measures taken by the UK Government is that "80% of new cars and 70% of new vans sold in Great Britain will now be zero emission by 2030, increasing to 100% by 2035." ⁵

The emerging landscape of zero-emission mobility is a strategic move for companies aiming for a seamless transition to EVs and this is the projection for the coming years in the UK.

Fleet electrification in the UK

Businesses that plan to boost the electrification of their fleets.



Cost savings can help impact positively on business profitability






According to our survey, **65%** of businesses in the UK said that safety was one of the biggest challenges (extremely or very impactful), followed by fuel (**59%**), Meeting customer demands and expectations (**58%**) and competitive pressure (**57%**).

Users of fleet tracking technology have shown remarkable improvements in these and other KPIs.

Across all industries in the UK, GPS tracking users decreased fuel costs by an average of **25%**. Users also saw an average decrease of **17%** in accident costs and a decrease in overall labour costs by **20%**.

Also users decreased vehicle maintenance costs by **16%**. Furthermore, respondents across all industries saw an average decrease of **20%** in insurance costs.



2024		Total Europe	UK
	Fuel cost reduction	24%	22%
	Accident cost reduction	19%	17%
	Labour cost reduction	19%	20%
	Vehicle maintenance cost reduction	16%	16%
	% decrease in insurance costs	20%	20%

The bottom line

Building a resilient business is more important now than ever before. Use these data points to make long term purposeful decisions that can help your fleet withstand the complex business environment or other emergencies in the future. Fleet tracking technology goes beyond just dots on a map. It gives fleet managers much-needed visibility into driver behaviour, fleet costs and vehicle wear and tear. With dashboards and customisable reports, you can check the pulse of your business at any point in time.

Methodology of the survey

Conducted by ABI Research for Verizon Connect, this study aims to dive deeper into the understanding and adoption of GPS fleet tracking systems and other related technologies. This report, based on surveys completed by a total of 1,318 European fleet managers, executives and other mobile-business professionals (204 were British respondents) highlights the value fleet businesses are achieving by investing in fleet tracking technology.

About Verizon Connect

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or visit verizonconnect.com/uk to learn
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solutions for businesses of all sizes.**



^{1,3} Yahoo finance

² UK Parliament

⁴ imf.org/en/Publications/WEO/Issues/2024/07/16/world-economic-outlook-update-july-2024

⁵ [gov.uk/government/news/pathway-for-zero-emission-vehicle-transition-by-2035-becomes-law#:~:text=The%20zero%20emission%20vehicle%20\(%20ZEV,increasing%20to%20100%25%20by%202035](https://gov.uk/government/news/pathway-for-zero-emission-vehicle-transition-by-2035-becomes-law#:~:text=The%20zero%20emission%20vehicle%20(%20ZEV,increasing%20to%20100%25%20by%202035)

