

PRESS RELEASE

07.09.15

---STARTS---

Independent Tracking Rebrands as **FLEETSense**

Growing Telematics Specialists Broaden Horizons With New Brand

Independent Tracking, the telematics and transport-management specialist based in Dereham, Norfolk, launches a new brand to reflect a widening portfolio of specialist service and solutions for the logistics and transport sector.

Independent Tracking was formed by Tom and Sally Dickerson in 2008 to provide vehicle tracking solutions, working in partnership with global brand-leader **TomTom**. Reaching out to a wide audience of logistics clients the company focused on delivering vehicle tracking and monitoring solutions to the commercial transport sector.

Over recent years, as the industry continued to grow *Independent Tracking* expanded the range of solutions to meet growing needs of Fleet Managers, Transport Operators, Operations Managers and others with fleet management requirements.

Today the business not only continues to provide state-of-the-art vehicle tracking and telematics, it also meets the needs of clients looking for vehicle and driver management, job-flow and remoter-worker management, digital tachograph and other regulatory compliance issues. Security is also key area that the business has experienced a growth of requirement.

As this range of services has continued to expand, which now includes hardware supply and fitting, software integration and control, advisory and consultancy services, Directors Tom and Sally felt the need to adopt a brand that would be more representative of the business operation and the wider range of services offered.

"We've enjoyed a continued period of growth and also increased our range on offer to keep pace with the needs and requirements of our clients..." said Tom Dickerson. *"So as a business that now offers so much more than just vehicle tracking we felt it was time to redefine our own brand. And we feel that **FLEETSense** expresses this perfectly"*

FLEETSense has also recently increased staff numbers, recruiting two new members to the Sales Team, in order to meet the growing level of enquiries from Transport Managers and Fleet Operators looking to use advanced technology to improve efficiency through cost-control, as well as improve driver capabilities and vehicle security.

Full details can be found at www.fleetsense.co.uk

---ENDS---

Contacts: Tom Dickerson, MD FleetSense, tom@fleetsense.co.uk, 0845 459 4998

Supplied By PUSH Marketing Partners – For more information nial@pushmarketingpartners.co.uk, 0843 289 4082

