



Press Release

Geotab Marketplace hosts fleetster Corporate CarSharing Service for time and money-savings on hired cars

Customers can book vehicles through the fleetster app or on a web interface, saving the equivalent of €180 of working time, per car, per month.

Munich, July 29th, 2022. Geotab Inc.[®], a global leader in IoT and connected transportation solutions, has added the corporate car-sharing app fleetster to the Geotab Marketplace, a one-stop shop for integrating third-party applications into its open telematics platform. fleetster's corporate car-sharing app provides customers with the ability to automate pool vehicle bookings within their organisation.

The application is based in the cloud and can be operational within 30 minutes. Once activated, users can make a reservation from the fleetster app in just a few seconds, whilst complex background rules ensure that company regulations are followed appropriately. As a result, companies can save the equivalent of €180 of working time, per car, per month. In addition, the cost of rental cars can be reduced and based on the app's analytics feature, the size of most pool fleets can be reduced by 10-30%.

"fleetster can be a true time & money-saving machine," said Tim Ruhoff, CEO, fleetster. "We are excited that through the Geotab Marketplace we can now reach even more people than before. Car sharing is an exciting alternative to car ownership, where people can rent vehicles based on their usage, distance travelled and fuel costs. Car sharing reduces the cost of car ownership, travel costs and congestion every year and our app on the Geotab Marketplace makes it more accessible than ever."

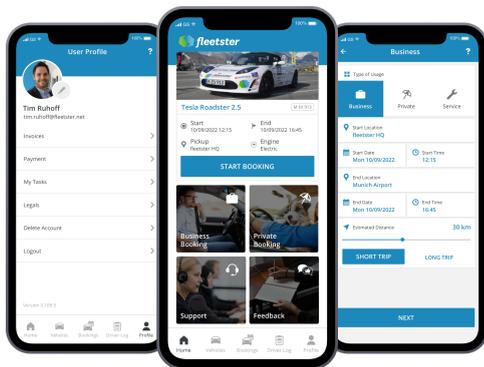
Geotab, the world's leading connected vehicle company for smart cities and fleets, offers an extensive ecosystem of valuable, business-focused applications and add-ons via the Geotab Marketplace. These integrations provide businesses with the tools they need to manage their fleets smoother, faster, and more efficiently. With the newest addition of fleetster Corporate CarSharing, over 40,000 Geotab customers worldwide will have access to a solution that now also automates processes for pool vehicles.

"The global car-sharing market will grow by approximately \$2bn to more than \$6.5bn by 2027, according to a report by [Global Market Insights](#). That is why the Geotab keyless module is available with the software of integration partners. Car sharing is also the perfect way to improve transport sustainability. The average vehicle sits unused for almost 90% of its working life, meaning we produce millions of inactive vehicles. Not only can we reduce congestion with car sharing apps, like fleetster Corporate CarSharing, but also reduce the

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amount of redundancy in products,” said Fabian Seithel, Associate Vice President, NCEE Sales & Business Development • Europe

The fleetster Corporate CarSharing App is currently available on the Geotab Marketplace at <https://marketplace.geotab.com/solutions/fleetster-corporate-and-public-car-sharing-solution>.



fleetster_New_Marketplace_Partener_1.png: The Corporate Car Sharing software of fleetster helps organizations to manage their vehicle pool more efficiently and to automate the booking process of pool vehicles



fleetster_New_Marketplace_Partener_2.png: Geotab, the world’s leading connected vehicle company for smart city and fleets announced the availability of the fleetster corporate car-sharing app on the Geotab Marketplace.

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fleetster_New_Marketplace_Partner_3.jpg: Tim Ruhoff, CEO of fleetster

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About Fleetster

Founded in 2010 fleetster has offered car-sharing software since 2012. Present in 28 countries with over 70.000 users the software is a global player and has advanced mainly in 2 directions in recent years: A 360° fleet management software that helps fleet managers to improve their work routines and finally eliminate their spreadsheets. A solution that public car-sharing operators can use to fully automate their processes to make money with their vehicles. Fleetster is trusted by SMEs and blue chips like Mercedes-Benz, Deutsche Telekom and many more. To learn more, please visit www.fleetster.net and follow us on [LinkedIn](#).

About Geotab

Geotab is advancing security, connecting commercial vehicles to the cloud and providing data-driven analytics to help customers better manage their fleets. Geotab's open platform and Marketplace, offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data assets. As an IoT hub, the in-vehicle device provides additional functionality through IOX Add-Ons. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, optimize fleets through the reduction of fuel consumption, enhance driver safety, and achieve strong compliance to regulatory changes. Geotab's products are represented and sold worldwide through Authorized Geotab Resellers. To learn more, please visit www.geotab.com and follow us [@GEOTAB](#) and on [LinkedIn](#).

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