GEOTAB

GEOTAB REPORT 2026

Connected fleets in the UK

Contents

About this report

In this first edition of the Geotab Report 2026: Connected Fleets in the UK we dive into how UK leading fleets are using fleet management solutions to improve road safety, increase operational efficiency, enhance performance, and lower fleet costs.

This report delivers data-driven insights on fleet management benefits, real-world video telematics results, and asset tracking best practices, based on findings from 1,817 fleet managers and mobility experts across Europe's key industries, highlighting measurable outcomes from real fleet operations. The data presented in this report covers the period from January 1, 2025 to December 31, 2025, and is based on survey responses from fleet and operations decision-makers across organisations of varying sizes and industries in Europe.
A survey conducted by ABI Research for Geotab.

To learn more, visit geotab.com/uk/

Message from the Senior Vice President EMEA

Geotab is committed to ensuring fleet intelligence is accessible to operators of every size fleet. Our insights support lean teams and tight margins, with a keen focus on ROI. The data insights in this report reflects the strong foundation UK SMBs have already built. Now is the time to advance these efforts with the advancements in AI, video technology, and an exceptional ecosystem of Geotab partners. This way we ensure the future success of every fleet travelling Europe's roadways.

Edward Kulperger
Senior Vice President EMEA, Geotab

A vision for 2026

I am pleased to share the 2026 report on connected fleets in the UK. The sector continues to face a relentless set of challenges: from operational efficiency and rising fuel and energy costs to safety and escalating insurance premiums. For small and mid-sized fleets, which make up the backbone of the UK commercial transport, these pressures represent a constant test of operational resiliency.

A 10% increase in fuel costs or a week of vehicle downtime creates a significant impact on a lean operation. For an SMB running 10 vehicles, the direct performance of each asset and driver is the difference between a vulnerable business and a resilient one. This is why every data point matters. When data is used to anticipate risks and optimise performance, it builds a critical buffer against market volatility, ensuring each vehicle contributes its maximum value directly to an organisation's profitability.

Across small and medium fleets, GPS tracking has delivered on its core promise: compliance achieved, costs reduced, and productivity gains, with the majority reaching a positive ROI within twelve months. For fleets that were managing via spreadsheets only a few years ago, this is a meaningful shift.

When asked what SMB operators are focused on, our research noted two critical areas: meeting customer expectations and managing driver fatigue and safety. These are the daily pressures that determine whether a business retains contracts and keeps drivers on the road.

Often the tools best suited to addressing these concerns are underused by SMB fleets. For instance video telematics which tackles driver fatigue, reduces incident costs, and protects from false claims is deployed by less than half of small fleets, compared to nearly two-thirds of enterprise operations. Regardless of fleet size however, there is consistent feedback that when these data insights are used measurable improvements in driver safety are reported and higher rates of false claims are successfully challenged.

Geotab is committed to ensuring fleet intelligence is accessible to operators of every size fleet. Our insights support lean teams and tight margins, with a keen focus on ROI. The data insights in this report reflects the strong foundation UK SMBs have already built. Now is the time to advance these efforts with the advancements in AI, video technology, and an exceptional ecosystem of Geotab partners. This way we ensure the future success of every fleet travelling Europe's roadways.

Edward Kulperger
Senior Vice President EMEA, Geotab

About Geotab

Our mission is to make the world safer, more efficient, and sustainable

Geotab is a global leader in connected vehicle and asset management solutions, with headquarters in Oakville, Ontario and Atlanta, Georgia. Our mission is to make the world safer, more efficient, and sustainable. We leverage advanced data analytics and AI to transform fleet performance and operations, reducing cost and driving efficiency. Backed by top data scientists and engineers, we serve approximately 100,000 global customers, processing 100 billion data points daily from more than 5.8 million vehicle subscriptions. Geotab is trusted by Fortune 500 organisations, mid-sized fleets, and the largest public sector fleets in the world, including the US Federal government. Committed to data security and privacy, we hold FIPS 140-3 and FedRAMP authorisations. Our open platform, ecosystem of outstanding partners, and Geotab Marketplace deliver hundreds of fleet-ready third-party solutions. In 2025, we celebrated 25 years of innovation.

6M vehicle subscriptions worldwide

>100B data points processed daily

100K+ customers globally

700 partners

530 Geotab Marketplace solutions

3,400+ employees in 21 countries

26+ years driving transformation

Operating worldwide **160 COUNTRIES**

Learn more at www.geotab.com/uk and follow us on LinkedIn or visit Geotab News and Views.

2025 year in review

RANKED #1 COMMERCIAL TELEMATICS VENDOR WORLDWIDE
for four consecutive years by **ABI Research**

FAST COMPANY BEST WORKPLACES FOR INNOVATORS 2025

Frost & Sullivan
2025 NORTH AMERICAN COMMERCIAL VEHICLE FLEET MANAGEMENT COMPANY OF THE YEAR

$200M USD (£147.53 MILLION)
invested annually in research and development

RANKED #1 COMMERCIAL VIDEO TELEMATICS PROVIDER

Completed a
MATERIALITY ASSESSMENT

Offices opened in Metro
DETROIT AND DUBAI

670+
worldwide granted patents

ACQUIRED VERIZON CONNECT'S INTERNATIONAL COMMERCIAL OPERATIONS,
welcoming over 400 employees in Europe and Australia

RAISED $240,000 USD (£177,013 GBP)
for charitable and community-based organisations worldwide

ACADEMIC RESEARCH PARTNERSHIPS
with Georgia Institute of Technology, University of Toronto, University of Waterloo and McMaster University

Awards and recognition

Fast Company Best Workplaces for Innovators 2025

Report on Business Canada's Top Growing Companies, sixth consecutive win

Google Cloud Partner of the Year Award, Sustainability

Frost & Sullivan 2025 North American Commercial Vehicle Fleet Management Company of the Year

Artificial Intelligence Excellence Award

2025 Canada's Best Managed Companies, Platinum Club

Innovator CEO of the Year (Neil Cawse)

Prince Michael International Road Safety Award, Technologies for the Safe System

BusinessCar Awards, Best Innovation Award for Geotab Ace

2025 Great British Fleet Award, Innovation in Risk Management

ABI Research Overall leader, Top Innovator and Top Implementer badges

The fleet ecosystem

ADOPTION RATES: GPS FLEET MANAGEMENT TECHNOLOGY

SMALL FLEETS:	66%
MID-SIZED FLEETS:	73%
ENTERPRISE FLEETS:	81%

Photo: North side Humber Bridge. Hessle, UK

The 2026 UK fleet mandate: navigating the new "speed limit" economy

As we launch the **Geotab Report 2026,** the UK's commercial landscape stands at a critical juncture. While the broader economy showed signs of stabilisation early in the year, recent geopolitical volatility in the Middle East has introduced significant new headwinds. In its **March 2026 Economic and Fiscal Outlook,** the **Office for Budget Responsibility (OBR)** revised the UK's GDP growth "forecast down to **1.1%**, citing subdued business investment and the "shock" of surging global energy prices" (1).

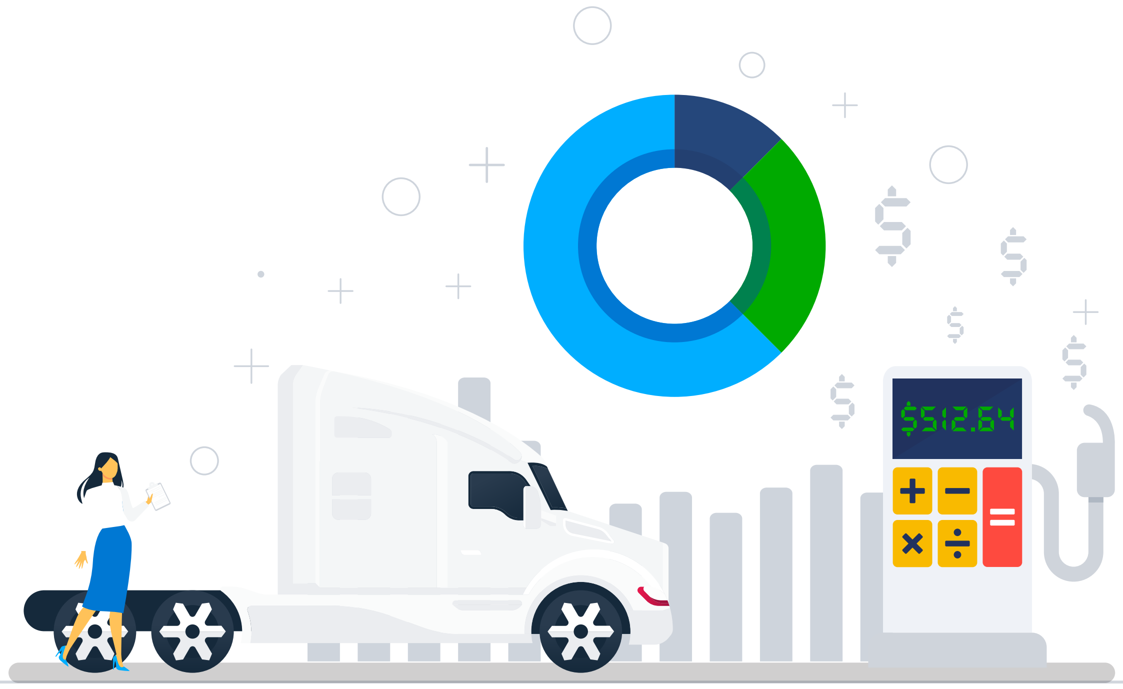
For fleet-dependent organisations in Britain, this economic "speed limit" is felt most acutely at the pump. According to **RAC Fuel Watch**, "average diesel prices surged to **177.7p per litre** in March 2026—a three-year high—with analysts warning that sustained wholesale pressure could push averages toward **185p**" (2).

In this environment, **the Bank of England** has revised "its 2026 inflation expectations upward to **2.7%**, noting that energy-driven cost pressures have transformed fleet management from a tactical back-office function into a mandate for corporate survival" (3).

↑2.7% INFLATION EXPECTATIONS

£1.77

per litre for diesel



KEY TAKEAWAYS

The dual impact: SMB viability vs. enterprise integrity

The burden of these rising costs is felt differently across the UK business spectrum, yet the strategic solution remains unified:

- **For Small to Medium Businesses (SMBs):** with thinner margins and less capital to absorb sudden price spikes, the current climate is a direct threat to viability. For the British SMB, GPS tracking and route optimisation have shifted from "nice-to-haves" to essential survival tools. Every litre of **177.7p diesel** (4) must be converted into billable revenue by neutralising "unbillable latency" and unnecessary mileage.
- **For Enterprise Fleets:** large-scale operators are battling "inflationary creep" across thousands of assets. .For large-scale operations, a mere 1% reduction in vehicle idling or a minor enhancement in fuel utilisation yields millions of pounds in direct bottom-line savings. For the Enterprise, 2026 is defined by maintaining service integrity while managing a budget that is increasingly sensitive to global energy volatility.

The connected fleet as an inflation hedge

In this high-pressure environment, **connected fleet technology** serves as a vital relief valve. By providing a real-time pulse of the operation, top-performing UK sectors are using precision telematics to:

1 **Curb fuel waste:** actively monitoring idling and harsh driving to offset the impact of the highest fuel prices since 2022.

2 **Optimise labour:** ensuring that in a "low-growth" economy, workforce productivity is maximised without over-extending underlying capacity.

3 **Drive rapid ROI:** with over **54% of UK fleets** achieving positive ROI in under 12 months, the data proves that precision telematics is the fastest way to cool down an "overheated" operational budget.

The 2026 report demonstrates that while the UK economy faces a complex inflation challenge, the path forward is paved with data. By turning raw telematics into actionable intelligence, British businesses are not just keeping pace with the economy—they are setting a new, sustainable speed limit for success.

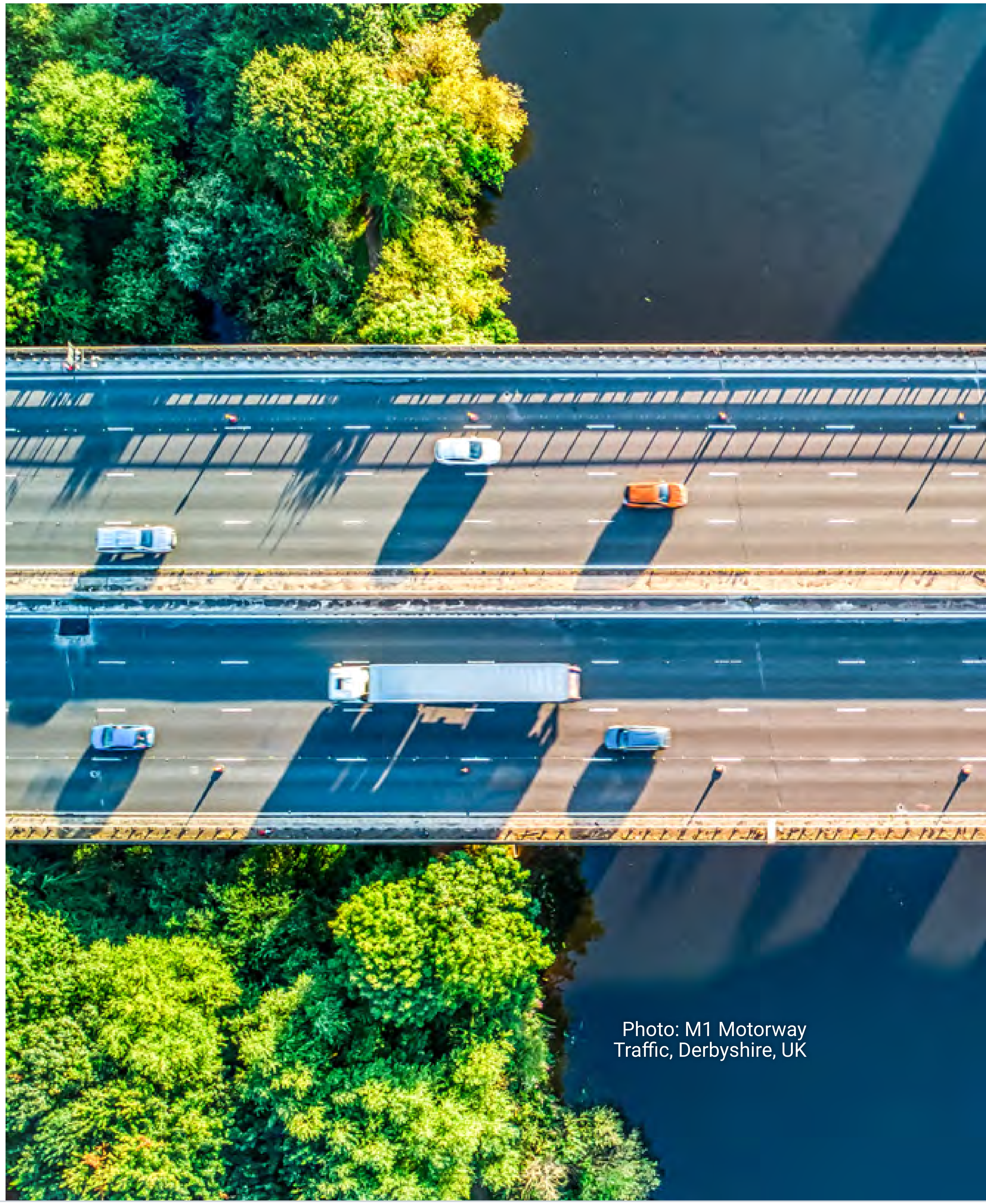


Photo: M1 Motorway Traffic, Derbyshire, UK

The connected fleets pulse

2026

ACTIVE SMART FLEET MANAGEMENT SOLUTIONS IN THE UK:

GPS TRACKING	74%
IN-CAB VIDEO (INCLUDING FRONT FACING AND DRIVER FACING CAMERAS)	49%
FIELD SERVICE MANAGEMENT (SCHEDULING, DISPATCH, COMMUNICATION)	43%
ASSET/TRAILER/EQUIPMENT TRACKING	39%

Photo: Humber Bridge, Hessle, UK

The connected fleets in the UK: 2026's strategic mobility trends

In the current landscape, the modern fleet has transcended its traditional role to become a high-velocity, data-driven ecosystem. As we navigate 2026, GPS tracking stands as the industry's undisputed backbone, with **74%** of UK fleets leveraging near real-time location intelligence to anchor their logistics. This digital oversight is no longer confined to the vehicle alone; it now encompasses the entire supply chain, as **39%** of managers utilise advanced asset and trailer tracking to secure high-value equipment across international corridors.

Operational efficiency is being redefined at a granular level through the integration of human and machine data. Currently, **43%** of fleets deploy field service management solutions to bridge the gap between back-office dispatch and the front line, ensuring seamless communication in an increasingly complex regulatory environment.

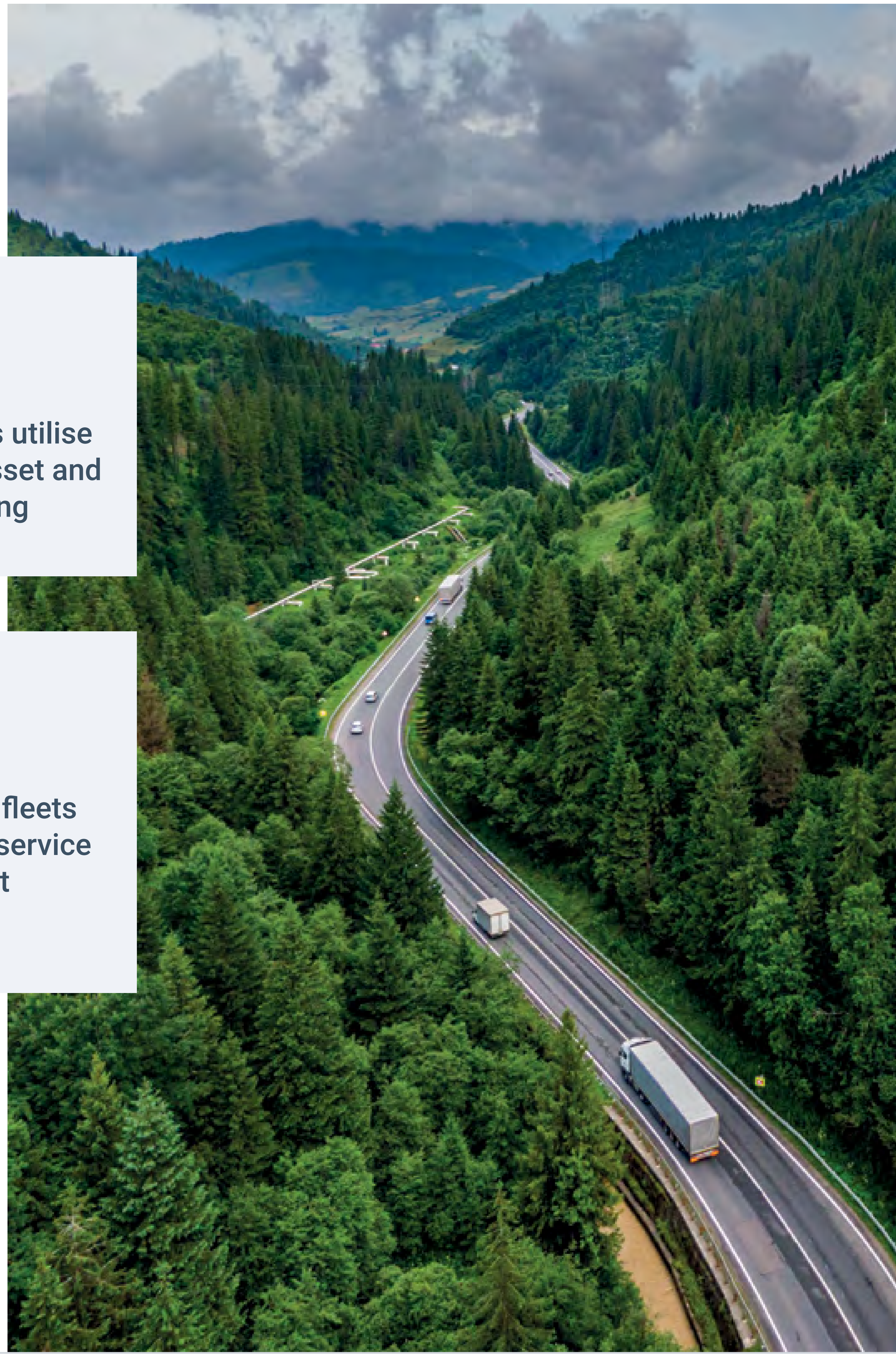
Safety has similarly undergone a digital revolution; **49%** of operators have now integrated In-cab video, utilising dual-facing cameras to protect their drivers and mitigate risk. Together, these technologies signal a definitive shift from traditional hauling to a sophisticated, tech-first approach to global mobility.

39%

of managers utilise advanced asset and trailer tracking

43%

of European fleets deploy field service management solutions



Active smart fleet management solutions by business size:

	Small (1 – 29 vehicles)	Medium (30 – 149 vehicles)	Enterprise (150 + vehicles)
GPS tracking	66%	73%	81%
In-cab video (including front facing and driver facing cameras)	40%	50%	52%
Asset/trailer/equipment tracking	23%	44%	41%
Field service management (Scheduling, dispatch, communication)	20%	47%	51%

Key insights: UK 2026 connected fleet pulse

GPS fleet tracking: the operational backbone

- **Mission criticality: 72% of UK businesses** categorised GPS tracking as "very" or "extremely" beneficial for managing their fleets.
- **Fiscal accountability: 54% of fleets** reported a definitive reduction in total fleet costs, while **54%** realised a positive ROI in under 12 months.
- **The productivity surge: 55% of businesses** achieved a significant boost in productivity through optimised vehicle utilisation and efficient daily operations.
- **Service precision: 51% of fleets** improved customer service standards, significantly reducing the impact of urban congestion.

Video telematics: the visual shield

- **The fatigue defense: 42% of businesses** utilised video to reduce driver fatigue from **41% to 60%**, moving from reactive investigation to proactive risk coaching.
- **Liability protection: 71% of firms** successfully reduced false insurance claims through high-definition evidence, shielding the bottom line from inaccurate liability**.**
- **Safety sovereignty: 72% of UK industries** reported a measurable improvement in overall driver safety, **48% of businesses decreased** insurance costs.
- **Rapid capital recovery: 43% businesses** achieved a positive ROI in under a year, driven by lower incident costs and exoneration from false claims.

Asset & equipment tracking: capital optimisation

- **Operational value: 79% of businesses** stated that asset tracking is “very” or “extremely” beneficial for high-value machinery management.
- **Asset yield: 71% of businesses** improved their asset and trailer utilisation, effectively turning dormant site machinery into active revenue.
- **Site integrity: 60% of companies** reported improved site safety, directly linked to better equipment oversight and reduced "unauthorised" use.
- **Theft suppression: 33% of businesses** across all industries successfully reduced theft incidents and improved insurance claims for lost assets, securing their bottom line against site disruptions.

EV & hybrid management: the future pulse

- **Operational command: : 72% of EV operators** improved their fleet visibility, effectively integrating electric assets into daily high-density dispatch.
- **Energy architecture: 43% of organisations** successfully achieved better battery status visibility, while **56%** improved their daily operations management through integrated EV data.
- **Cost efficiency: 47% of businesses** reduced their operational costs by combining GPS tracking with electric vehicle technology.
- **Carbon neutrality: 31% of fleets** achieved a direct reduction in CO_2 emissions, accelerating their path toward the EU's 2030 net-zero targets.

Key Insights:

AI-powered route optimisation & last mile

The last-mile velocity shift

In the high-density urban corridors of the UK, AI-driven routing has moved from a luxury to a logistical necessity.

- **Compression of delivery windows: 71% of the UK fleets** reported a direct reduction in last-mile delivery times. This shift allows large-scale operators to maximise vehicle turnover within increasingly strict city-centre access windows.
- **Precision reliability:** the impact on punctuality is profound across the board; **75%** of UK businesses have successfully improved on-time delivery rates, effectively neutralising the unpredictability of European traffic congestion.
- **Service excellence:** for **54% of UK fleets**, AI is the primary engine for superior customer experience, providing the hyper-accurate ETAs and transparency that modern consumers demand.

The fiscal & environmental impact of AI

Efficiency in 2026 is measured by both the balance sheet and the carbon footprint.

- **Fuel resilience:** mid-sized UK firms are leading the way in cost suppression, with **49%** achieving significant fuel savings. Across all fleet sizes, over half of the market is using AI to ensure every kilometre driven is the most cost-effective path possible.
- **The green corridor:** in a regulatory environment focused on decarbonisation, **53% of fleets** utilised AI routing to measurably reduce their CO_2 emissions, turning routing logic into a core pillar of their ESG strategy.
- **Scaling without headcount:** for small businesses, the **75% success rate** in reducing delivery times means more "calls per day" and higher job density without the need to increase fixed vehicle or driver overheads.

The future of delivery intelligence

- **The "wait and see" strategy:** while adoption is high, a strategic segment of the market, **19% of UK fleets**, are currently awaiting further AI refinements before fully transitioning away from static scheduling.
- **Anticipating the leap:** across all categories, an average of **12% of fleets** expect imminent improvements in delivery time and punctuality, suggesting a secondary wave of AI integration is expected as machine learning models become even more localised to European city layouts.

Protect team's safety and service integrity to enhance competitive advantage in the UK market

In a fluctuating economy, the integrity of your operation is your strongest defense against uncertainty. For the growing enterprise, protecting your workforce and fulfilling client commitments is no longer just a daily task, it is a strategic mandate.

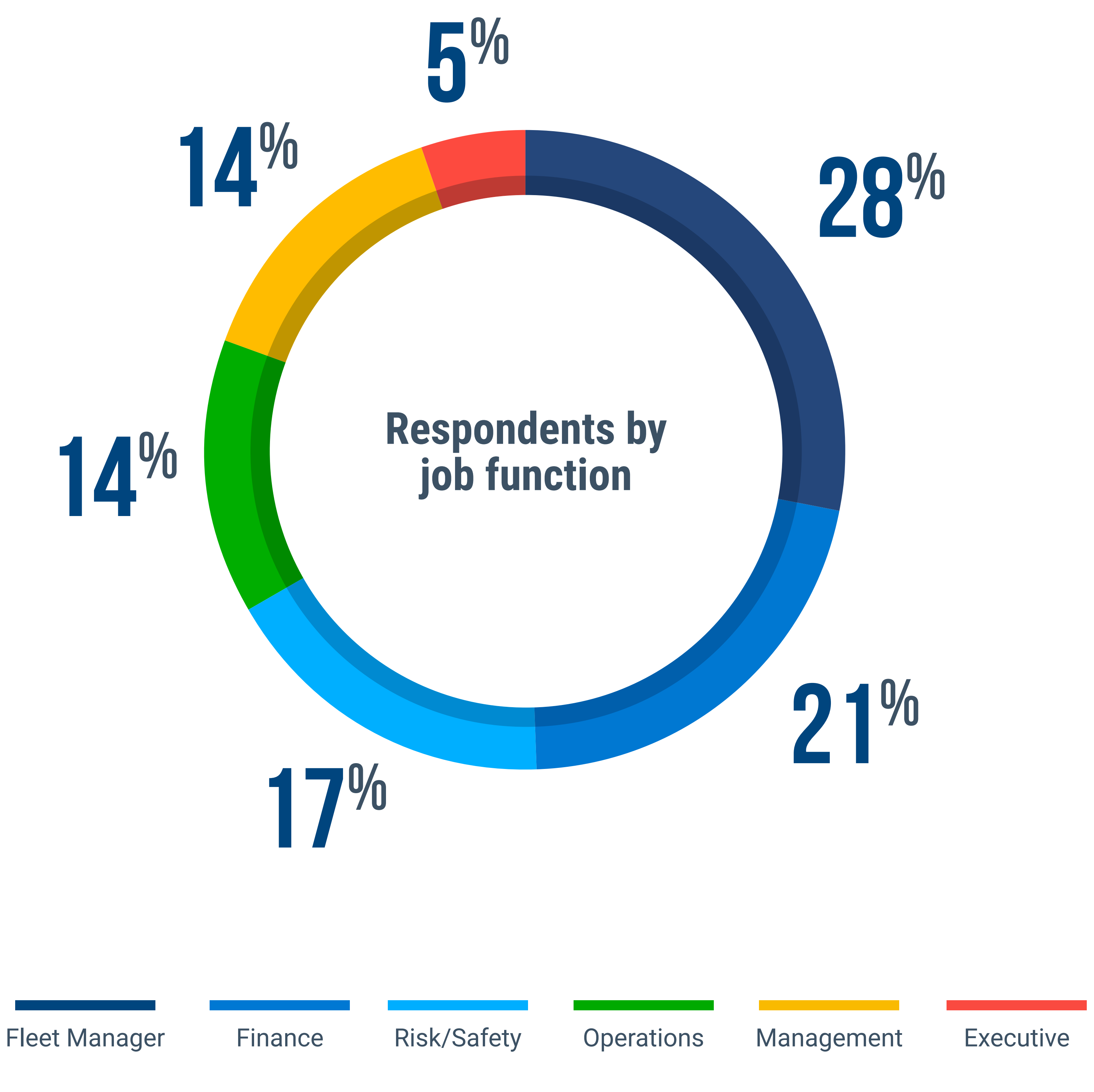
Maintaining high safety standards and service integrity ensures that even when the market is volatile, your reputation remains a constant. By replacing informal oversight with rigorous, data-backed safety and compliance protocols, you insulate your business from the compounding costs of incidents and litigation. This level of professional stability is what separates established market leaders from those struggling to keep pace.

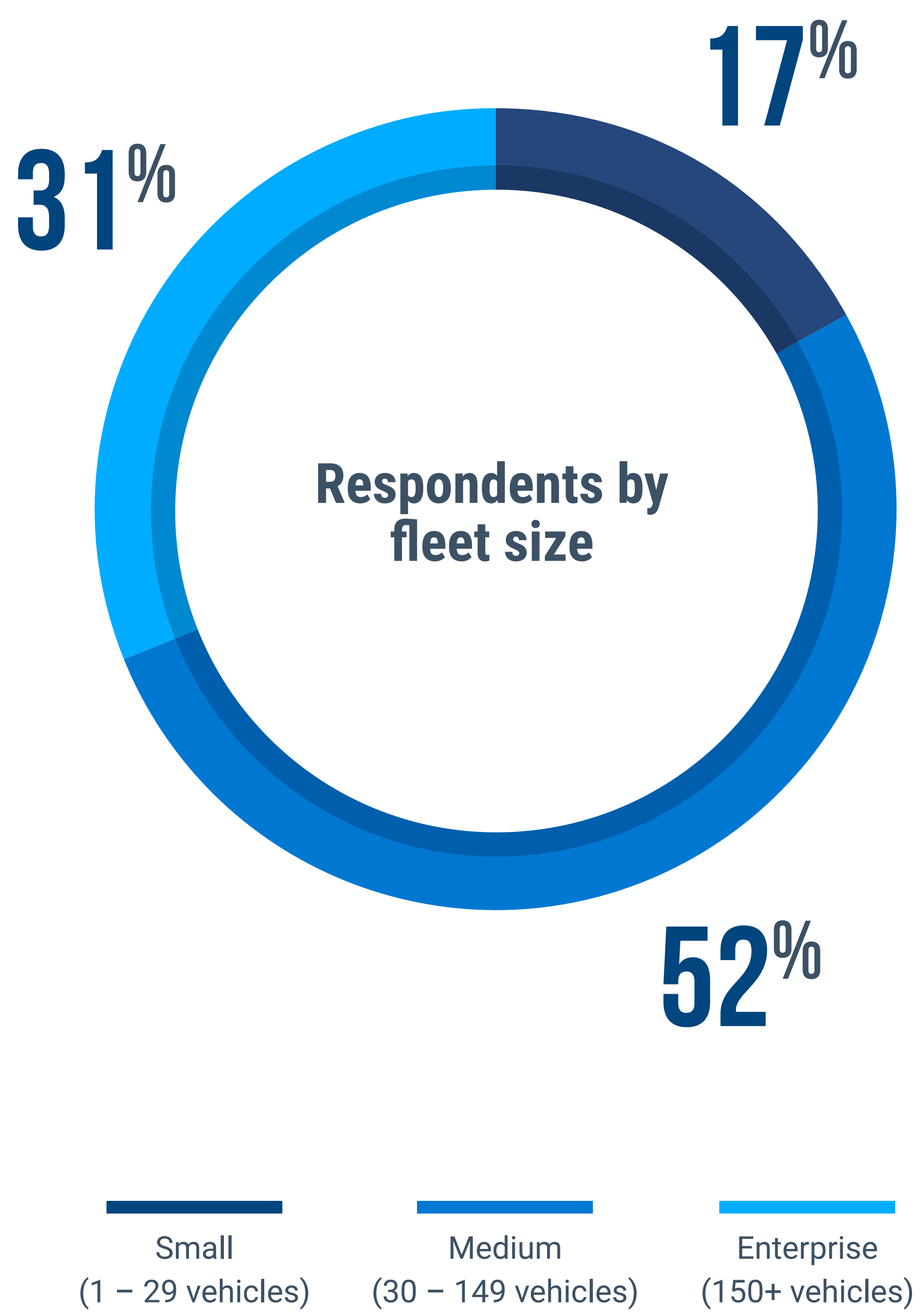
KEY TAKEAWAYS

Businesses take the lead:

- **73%** set up safety measures for employees and vehicles
- **61%** re-negotiate or extend fleet leases
- **57%** enhance route or operational efficiency improvements
- **50%** focus on compliance and regulatory preparedness
- **53%** working on maintenance management improvements
- **50%** boost fuel-saving initiatives
- **41%** monitor workforce and vehicle utilisation
- **41%** adopt or expands of fleet management technology
- **29%** maintain current initiatives

Who responded to the survey?





Respondents by industry

- 18% Construction
- 16% General freight
- 16% Passenger transportation
- 13% Services
- 7% Government
- 7% Manufacturing
- 6% Retail/wholesale
- 3% Transport of petroleum
- 4% Food production or distribution
- 2% Utilities
- 2% Metro delivery & last mile delivery
- 2% Refuse or recycling

Performance metrics & ROI

2026

TANGIBLE RESULTS

- 72% OF UK BUSINESSES WHO USE A GPS TRACKING SOLUTION STATED THAT IT IS "VERY" OR "EXTREMELY" BENEFICIAL TO MANAGE THEIR FLEETS
- 65% EXPLAINED THAT THEY HAVE REDUCED THEIR FLEET COSTS
- 54% OF BUSINESSES ACHIEVED A POSITIVE ROI UNDER 12 MONTHS
- 55% OF BUSINESSES IMPROVED PRODUCTIVITY

The speed of ROI in Europe's connected fleets

In the 2026 European industrial landscape, the transition to advanced fleet management has shifted from a long-term infrastructure play to a high-velocity engine for capital recovery.

As businesses grapple with volatile energy costs and tightening margins, the ability to realise a positive return on investment (ROI) within a single fiscal cycle has become the benchmark for operational success. The latest data reveals a profound trend across the continent: for a clear majority of sectors, digital coordination is no longer a "slow-burn" investment but a rapid intervention that self-funds within twelve months of implementation.

In this sense, 54% of organisations achieved a positive ROI in under a year. Suggesting that where operational density and fuel consumption are highest, the "connected fleet pulse" of telematics delivers its most immediate impact. By reducing unbillable latency and optimising asset utilisation, UK leaders are proving that the path to profitability is increasingly paved with near real-time data.

Timeframe to achieve a positive ROI after implementing an advanced fleet management solution in the UK

Timeframe to achieve positive ROI 2026	Under 12 months	1 year to < 3 years	3 years to 5 years	Have not realised positive ROI yet	Don't know/ Not sure
United Kingdom	54%	35%	9%	2%	–

The benefits of GPS fleet tracking solutions that drives tangible results for your business

In the 2026 European landscape, GPS fleet tracking has emerged as the definitive catalyst for operational transformation, bridging the gap between local SMBs and global enterprises. Leading this surge is a **55% increase in overall productivity** through higher vehicle utilisation, supported by a **66% strengthening of regulatory compliance**.

These figures highlight a critical shift where digital oversight is no longer just a monitoring tool, but a core driver of market responsiveness and fiscal accountability, with **51% of organisations** achieving superior customer service outcomes as a direct result of real-time transparency.

The data further reveals a powerful impact on the bottom line, with **50% of businesses** recording a measurable decrease in fuel consumption and a **44% improvement in driving safety habits**. By turning raw telematics into a strategy of preventative health, European leaders are protecting high-value assets and ensuring workforce safety in an increasingly volatile market.

Now, we dive into SMBs businesses:

↑**55%**

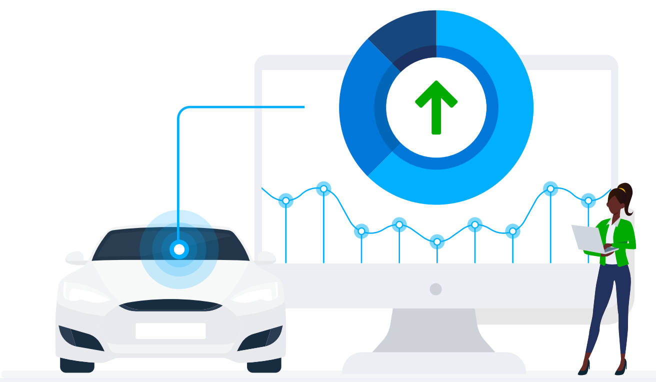
increase in overall productivity through higher vehicle utilisation

↓**50%**

of businesses recording a measurable decrease in fuel consumption

Top goals achieved by SMBs businesses after implementing GPS fleet tracking small-sized fleet spotlight:

Strategic objective	Percentage of businesses that achieved this goal
Regulatory compliance	66%
Increase recovery rate of stolen vehicles	61%
Improved productivity (for example, number of jobs, vehicle utilisation)	55%
Improved customer service	51%
Decrease in fuel consumption	50%
Improve driver safety habits	44%
Improved routing	42%
Improved sustainability (businesses committed to sustainable goals, such as reducing their environmental footprints, CO_2 emissions)	42%
Improved efficiency (efficiency understood as you can achieve your results by putting the resources you have in the best way possible)	42%
Decrease in instances like speeding and harsh driving to reduce incidents	36%
Decreased unauthorised use of vehicles	34%
CO_2 reduction	28%
Increase seat belt usage	27%
Improved vehicle maintenance	25%
Improved managing daily operations (Improved the day-to-day operations)	23%
Decreased idling	20%
Decrease in labour costs	17%



FLEET FACTS SPOTLIGHT:

72% of UK businesses who use a GPS tracking solution stated that it is "very" or extremely" beneficial to manage their fleets.

65% have reduced their fleet costs.

54% of UK businesses achieved a positive ROI in under 12 months.

55% of businesses improved productivity.

For the agile businesses, GPS tracking is the ultimate "multiplier," allowing lean teams to punch well above their weight.

- **Top goal achieved:** regulatory compliance **(66%)** and improved productivity **(55%)**.
- **Fiscal impact: 65%** reduced their overall fleet costs, with **54%** achieving a positive ROI in under 12 months.
- **Asset security:** a high **61%** recovery rate for stolen vehicles provides a vital safety net for small-scale capital investments.

Safety bonus:

↑**27%**

saw an increase in seat belt usage

↑**44%**

of businesses successfully improved driver safety habits

Safety visual intelligence

SAFETY VISUAL INTELLIGENCE

GOALS ACHIEVED SINCE IMPLEMENTING IN-CAB VIDEO SOLUTION ACROSS ALL INDUSTRIES:

IMPROVED DRIVER SAFETY	72%
REDUCED FALSE CLAIMS	71%
REDUCED SAFETY INCIDENT COSTS	64%
REDUCED INSURANCE COSTS	48%

Protecting UK drivers, businesses and bottom lines

In the 2026 UK landscape, video telematics has transitioned from a passive recording tool to an essential "visual shield" for fleet operations. Currently, **76% of businesses in the UK** categorise in-cab video as "very" or "extremely" beneficial to their management strategy.

This technology provides an unprecedented level of protection for both drivers and the balance sheet; cross-industry implementation has led to a **72% improvement in driver safety** and a **71% reduction in false claims**.

By providing a clear, objective record of the road, video telematics effectively neutralises the financial and reputational risks associated with road incidents, allowing UK fleet leaders to exonerate drivers from inaccurate liability with high-definition certainty.

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

Improved driver safety	**72%**
Reduced false claims	**71%**
Reduced safety incident costs	**64%**
Reduced insurance costs	**48%**

76%

of businesses across all industries stated that in-cab video "very" or "extremely" beneficial to manage their fleets.

↑43%

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

SAFETY SPOTLIGHT:

Safety spotlight: the visual shield of UK video telematics

In the highly competitive UK landscape, video telematics has moved beyond simple recording to become a critical instrument for **preventative health** and **incident mitigation**. Across every key sector, the data reveals a profound impact on high-risk behaviours, particularly in **fatigue management**.

Amongst UK businesses, a staggering **42% of firms** successfully reduced driver fatigue by up to **41%-60%,** while the passenger transportation and government sectors saw majority gains in similar high-impact ranges.

By establishing this "visual pulse" within the cabin, UK leadership can transition from reactive accident investigation to **proactive risk coaching**. This digital oversight effectively neutralises the physiological risks, such as fatigue and distraction, that lead to catastrophic failures on the road and on-site.

The 2026 data proves that visual evidence is no longer just about liability; it is about the active protection of a company's most valuable asset: its drivers.

How video telematics improves UK road safety

The implementation of in-cab video across Europe is driving significant reductions in high-risk driving behaviors. Below are the percentage of businesses achieving specific safety improvements:

Fatigue & distraction mitigation

The primary defense against human error. In the UK fleets, over 42% of operators reduced driver distraction by 41%-60%.

Goal risk reduction	UK
Fatigue reduced (41%-60%)	42%
Distraction reduced (21% to 40%)	42%

Incident & speeding suppression

Video intelligence acts as a digital governor, encouraging safer speeds and significantly lowering crash rates across the continent.

Goal risk reduction	UK
Incidents/crashes reduced (21%-40%)	41%
Speeding decreased (21%-40%)	28%

Compliance: seat belts & tailgating

Ensuring fundamental safety protocols are met is a top priority for European managers in 2026.

Goal behavior improvement	UK
Seat belt usage increased (>41%-60%)	40%
Tailgating reduced (>21%-40%)	47%

How video telematics helps reduce driver fatigue?

Driver fatigue	UK
Less than 5%	14%
From 5% – 20%	14%
From 21% to 40%	19%
From 41% to 60%	42%
Over 60%	14%

How video telematics helps reduce incidents or crashes?

Incidents or crashes	UK
Less than 5%	2%
From 5% – 20%	14%
From 21% to 40%	41%
From 41% to 60%	31%
Over 60%	11%

How video telematics helps increase seat belt usage?

Seat belt usage	UK
Less than 5%	6%
From 5% – 20%	14%
From 21% to 40%	22%
From 41% to 60%	40%
Over 60%	17%

How video telematics helps reduce driver distraction?

Driver distraction	UK
Less than 5%	5%
From 5% – 20%	14%
From 21% to 40%	25%
From 41% to 60%	23%
Over 60%	32%

How video telematics helps decrease speeding?

Speeding	UK
Less than 5%	12%
From 5% – 20%	18%
From 21% to 40%	28%
From 41% to 60%	25%
Over 60%	16%

How video telematics helps reduce tailgating?

Tailgating	UK
Less than 5%	8%
From 5% – 20%	8%
From 21% to 40%	47%
From 41% to 60%	28%
Over 60%	9%

Asset tracking management

ASSET TRACKING TECHNOLOGY

GOALS ACHIEVED SINCE IMPLEMENTING AN ASSET TRACKING SOLUTION ACROSS ALL INDUSTRIES:

IMPROVED ASSET/TRAILER UTILISATION	71%
IMPROVED ASSET/TRAILER SECURITY	60%
IMPROVED ASSET VISIBILITY	60%
IMPROVED SAFETY	56%
IMPROVED EFFICIENCY/PRODUCTIVITY	55%
IMPROVED TRAILER/ASSET MAINTENANCE	45%
REDUCED INSURANCE COSTS AND BETTER INSURANCE CLAIMS FOR LOST/STOLEN ASSETS	40%
REDUCED THEFT	33%

Asset tracking: enhancing equipment utilisation and boosting security

In the demanding UK ecosystem, asset tracking has evolved into a critical shield for both project timelines and high-value machinery. The latest data reveals that **79% of asset tracking business users** now validate the strategic importance of this technology, categorising it as “very” or “extremely” beneficial to their daily operations.

Security and safety are the primary beneficiaries of this digital oversight. Currently, **60% of companies** report improved asset and trailer security, while **56%** have successfully enhanced their overall safety outcomes.

This technical command is vital for mitigating the high cost of site disruptions, resulting in a **33% reduction in theft** and a **55% improvement in both efficiency and productivity**. By maintaining a constant "sector pulse" on every piece of equipment, construction leaders are not only securing their fleet against loss but also establishing a sophisticated framework for preventative health and maintenance. This ensures the lifecycle of every asset is maximised, directly protecting long-term shareholder value.

Strategic & fiscal impact

- **Strategic maturity:** asset tracking is no longer an optional add-on; it is a "license to operate" for large-scale UK infrastructure projects. With 76% of UK businesses stating that asset tracking is “very” or “extremely” beneficial, the technology has become foundational to managing the complexities of modern fleet logistics.
- **Insurance resilience:** the UK insurance market remains challenging in 2026, but the fleets with verifiable data are outperforming the general market. **40%** of UK firms have successfully reduced premiums and improved their success rate for lost or stolen asset claims by providing insurers with high-fidelity tracking evidence.
- **Rapid capital recovery (ROI):** the fiscal argument for tracking is clear and immediate. **35%** of UK respondents across all industries achieved a positive ROI in under 12 months. This rapid recovery of initial capital is a major driver for the 2026 surge in tech adoption across small and medium-sized UK enterprises.
- **Productivity gains:** by pushing asset utilisation to **71%**, UK firms are effectively neutralising the "unbillable latency" of idle machinery. In a climate of rising labour and material costs, ensuring that every asset on-site is active and contributing to the bottom line is a critical competitive advantage.

76%

of businesses across all industries stated that asset tracking “very” or “extremely” beneficial to manage their fleets.

↑35%

of respondents across all industries who have asset tracking achieved a positive ROI under 12 months.

STRATEGIC TAKEAWAY

Strategic takeaway

For UK operators, the 2026 data proves that asset tracking is the primary defence against equipment theft and operational waste. With over a third of fleets seeing the technology pay for itself within the first year, the focus has shifted from *if* a fleet should track its assets, to *how* deep that data integration can go to drive long-term profitability.

The future of mobility (EVs)

THE FUTURE OF MOBILITY (EVS)

GOALS ACHIEVED AFTER COMBINING THE USE OF GPS FLEET TRACKING SOLUTION AND ELECTRIC VEHICLES:

IMPROVE FLEET VISIBILITY	72%
IMPROVE EFFICIENCY	57%
IMPROVE MANAGING DAILY OPERATIONS	56%
REDUCE OPERATIONAL COSTS	47%
IMPROVE MAINTENANCE COSTS	47%
IMPROVE BATTERY STATUS VISIBILITY	43%
IMPROVE SUSTAINABILITY	32%
REDUCE CO_2 EMISSIONS	31%
IDENTIFY VEHICLE ELECTRIFICATION SUITABILITY	32%

The strategic shift toward electric vehicles for UK fleets

The shift toward electric vehicles (EVs) has moved beyond a conceptual trend to become the foundational pillar of modern, low-emission logistics across the UK. As organisations increasingly align their operations with stringent environmental benchmarks and expanding urban access regulations, the integration of EV technology represents a critical move toward long-term sustainability and operational decarbonisation.

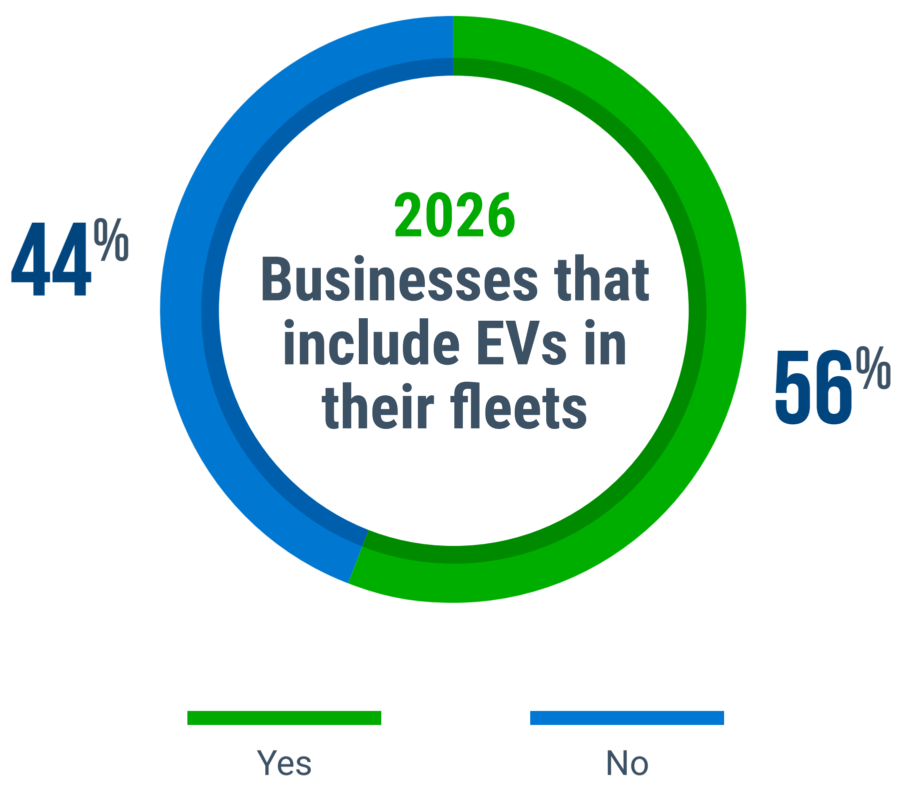
This transition is not merely about replacing internal combustion engines; it is a sophisticated evolution of the UK "sector pulse." In 2026, new energy architectures and smart charging infrastructures have gained significant ground as the primary drivers of fleet strategy. By adopting these emerging technologies, forward-thinking UK enterprises are effectively neutralising their carbon exposure while securing a first-mover advantage.

State of the market: EV & hybrid adoption in the UK

The 2026 data confirms that the majority of UK fleets have already crossed the electric threshold, with a significant wave of expansion planned for the next 36 months.

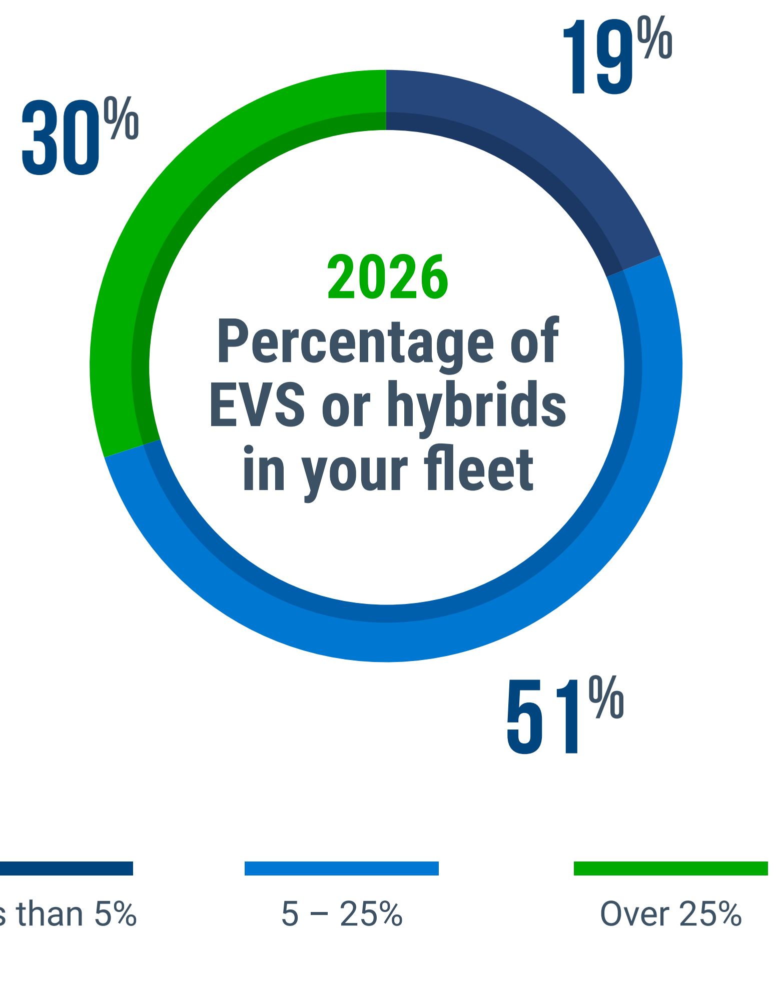
Does your fleet include EVs, or hybrids?

Current adoption: 56% of UK businesses now include EVs or hybrids in their fleets.



What percentage of your fleet include EV or hybrids?

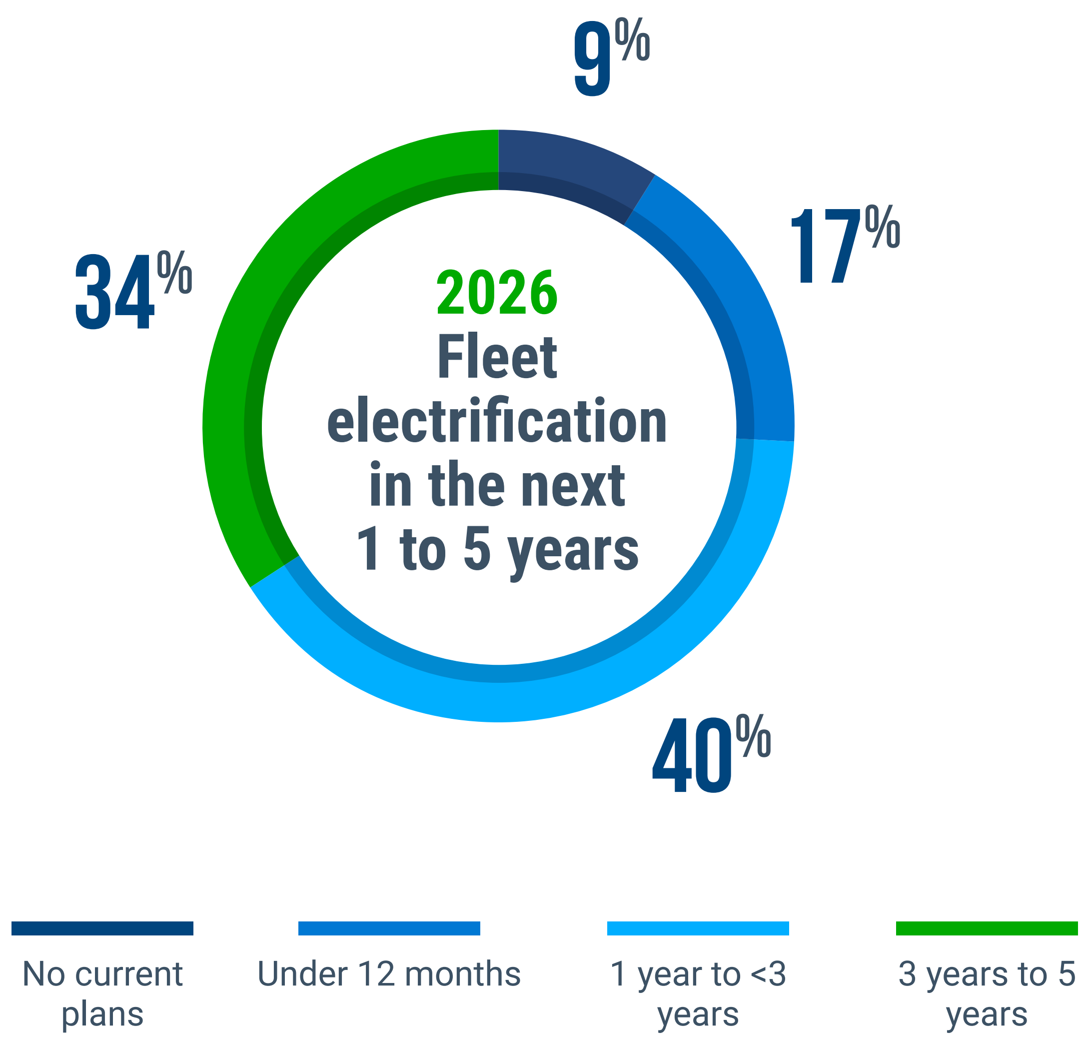
Fleet density: for those who have made the switch, the transition is deep: **51% of fleets** have converted between **5% and 25%** of their total volume.



Fleet electrification in the UK

Businesses that plan to boost the electrification of their fleets.

The upcoming surge: commitment is accelerating. While only **9%** have no current plans, a massive **40% of UK fleets** plan to boost their electrification within the next **1 to 3 years.**



KEY TAKEAWAYS

Goals achieved after combining the use of GPS fleet tracking solution and electric vehicles:

- **72%** Improve fleet visibility
- **57%** Improve efficiency
- **56%** Improve managing daily operations
- **47%** Reduce operational costs
- **47%** Improve maintenance costs
- **43%** Improve battery status visibility
- **32%** Improve sustainability
- **32%** Identify vehicle electrification suitability
- **31%** Reduce CO_2 emissions

Strategic cost management

COST SAVINGS AFTER COMBINING THE USE OF GPS FLEET TRACKING SOLUTION AND FLEET MANAGEMENT:

FUEL COST REDUCTION	50%
ACCIDENT COST REDUCTION	36%
DECREASE IN INSURANCE COSTS	28%
VEHICLE MAINTENANCE COST REDUCTION	25%
LABOUR COST REDUCTION	17%

UK fleets drive strategic profitability through efficient cost-saving strategies

In the 2026 economic landscape, UK businesses have moved beyond viewing fleet technology as a mere overhead. Instead, it has become the primary engine for operational gains. The latest data reveals that UK enterprises are leveraging deep-data insights to insulate their margins from rising domestic costs and localised inflationary pressures.

The efficiency benchmarks

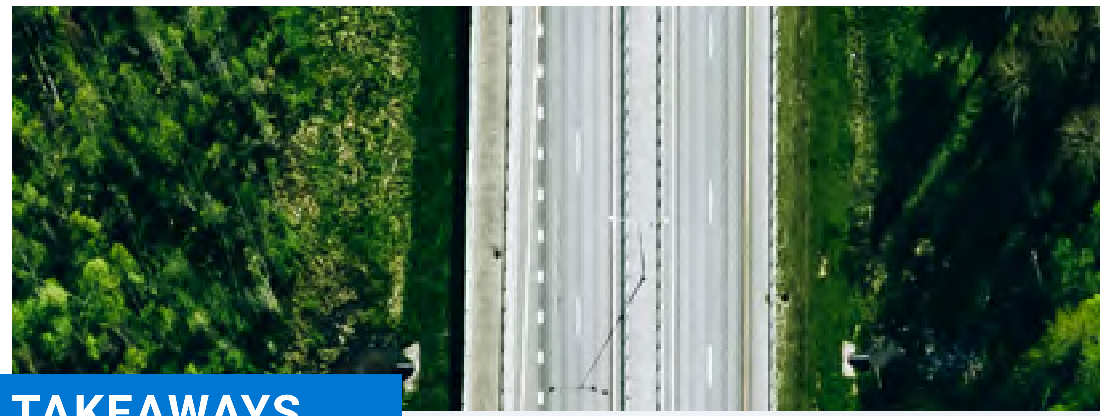
The UK market is seeing a transformative shift in how operational expenses are managed. By tapping into high-fidelity tracking and AI-driven insights, fleets are successfully neutralising the sting of volatile energy prices and rising labor costs.

- **Fuel cost reduction (50%):** this remains the most immediate and impactful "win" for UK fleets. Through precision AI-routing and aggressive idle-time monitoring, UK businesses have managed to cut fuel spend by half.
- **Accident cost reduction (36%)**: safety initiatives are paying off significantly. UK fleets are seeing a major drop in costs associated with collisions, driven by better driver coaching and real-time intervention.
- **Vehicle maintenance cost reduction (25%)**: there is a clear shift toward a proactive "preventative health" model. UK firms are moving away from reactive "break-fix" models, keeping assets road-ready for longer and reducing maintenance spend by a quarter.
- **Labour cost reduction (17%):** efficiency is being refined at the workforce level, streamlining operations to ensure that human capital is utilised with maximum precision.

Insuring the future through risk mitigation

The UK is seeing a significant performance uplift in insurance management. By providing underwriters with verifiable safety data and "visual pulse" evidence from in-cab video solutions, UK fleets are successfully driving down **insurance costs by 28%**, effectively reducing the long-term cost of risk.

2026 Europe	The UK
Fuel cost reduction	50%
Accident cost reduction	36%
Percentage decrease in insurance costs	28%
Vehicle maintenance cost reduction	25%
Labour cost reduction	17%



KEY TAKEAWAYS

Strategic takeaway

For UK fleet operators in 2026, the data proves that profitability is no longer just about revenue—it is about the precision of cost avoidance. With fuel and accident costs seeing the most dramatic declines, the UK is setting a high standard for operational resilience through data-led strategy.

Overcoming operational friction

DECREASE IN FUEL CONSUMPTION FROM GPS FLEET TRACKING

FUEL CONSUMPTION IS ONE OF THE MOST IMPORTANT COSTS FOR A FLEET:

48% FOR SMALL FLEETS

55% FOR MID-SIZED FLEETS

43% FOR ENTERPRISE

Deciphering the UK operational budget to drive tangible results

In 2026, UK fleet costs have transitioned from a standard "overhead" to a critical, volatile pillar of the enterprise balance sheet. For organisations ranging from agile SMBs to sprawling national entities, the budget is no longer a static document but a high-fidelity "pulse" managed with precision. The data confirms that fuel and driver salaries remain the "twin titans" of UK expenditure.

For a substantial portion of the market, these two categories alone consume the vast majority of operational capital. By establishing deep visibility into these costs, UK businesses are moving toward a sophisticated model of resource optimisation, reclaiming capital previously lost to inefficient idling or suboptimal routing.

The anatomy of the UK fleet budget

Based on the latest data across the UK fleet sector, here is how operational capital is currently distributed:

The dominant overhead: fuel & salaries

These two variables represent the most significant pressure on UK margins.

Fuel: the UK pump remains a major cost driver. **32%** of UK fleets allocate **20%** of their total budget to fuel, while a further **13%** see this rise to **25%** of their spend.

Driver salaries: this is the single largest line item for the UK workforce. Over **57%** of UK fleets report that salaries account for at least **25%** of their budget, with a notable **13%** of operators seeing this cost climb to **35%**.

Asset lifecycle: depreciation & maintenance

The "hidden" costs of keeping wheels on the road require constant oversight in the UK to prevent capital erosion.

Depreciation (acquisition): vehicle acquisition carries a heavy weight in the UK. **34% of fleets allocate 20%** of their budget to depreciation, reflecting the high cost of asset renewal.

Maintenance & repairs: UK fleets are maintaining a tight grip on "break-fix" costs. **53%** of the market keeps tyre maintenance at just **5%** of their budget. Engine maintenance is also well-controlled, with **40%** of fleets keeping this spend at the **5%** mark.

Repairs: general repair costs are largely contained, with **76%** of UK fleets spending between **5%** and **10%** of their budget on unexpected fixes.

The sompliance & safety shield: insurance & tax

Insurance: risk mitigation strategies are working. Exactly **50%** of UK fleets have managed to keep insurance premiums at a steady **5%** of their operational budget.

Tax: for the majority of UK operators **(60%)**, tax remains a controlled variable at **5%** of the budget, though **30%** see this double to **10%** depending on fleet size and vehicle emissions brackets.

What percentage of your fleet's operational budget do the following costs represent?

Depreciation (cost of vehicle acquisition)	UK fleets
5%	4%
10%	19%
15%	26%
20%	34%
25%	13%
30%	3%

Tyre replacement and maintenance	UK fleets
5%	53%
10%	34%
15%	9%

Fuel	UK fleets
5%	5%
10%	10%
15%	23%
20%	32%
25%	13%
30%	7%

Repairs	UK fleets
5%	37%
10%	39%
15%	18%
20%	2%

Engine maintenance	UK fleets
5%	40%
10%	32%
15%	13%
20%	10%
25%	40%

Financing	UK fleets
5%	49%
10%	29%
15%	10%
20%	5%

Vehicle rental costs	UK fleets
5%	44%
10%	28%
15%	7%

Driver salaries	UK fleets
5%	5%
10%	9%
15%	9%
20%	19%
25%	23%
30%	17%
35%	13%
40%	4%

Insurance	UK fleets
5%	50%
10%	33%
15%	12%
20%	3%

Tax	UK fleets
5%	60%
10%	30%
15%	7%

Allowances	UK fleets
5%	48%
10%	32%
15%	12%

Fleet manager's challenges

TOP 5 CHALLENGES THAT FLEET MANAGERS FACE EVERYDAY:

1.	DRIVER FATIGUE & SAFETY	71%
2.	MEETING CUSTOMER DEMANDS AND EXPECTATION	69%
3.	COMPETITIVE PRESSURE	65%
4.	FUEL	60%
5.	INCREASED REGULATORY REQUIREMENT	58%

The top 10 challenges that fleet managers face everyday

UK fleets

Small fleet resilience: navigating the 2026 high-stakes balancing act

Running a small fleet in 2026 has become a high-stakes balancing act where operational friction meets economic pressure. The modern European manager is no longer just supervising vehicles; they are navigating a complex "volatility trap."

The most acute pressure point for local operators is meeting customer demands and expectations **(66%)**, proving that in a hyper-connected market, "just showing up" is no longer enough to maintain a competitive edge. This is compounded by a persistent safety crisis, with driver fatigue and safety **(64%)** ranking as a top-tier daily disruption that threatens both human capital and business reputation.

The financial "sting" of 2026 is felt most at the pump and in the ledger. Fuel costs **(61%)** and Insurance premiums **(58%)** continue to squeeze margins, while competitive pressure **(56%)** forces small businesses to do more with less. Beyond the visible costs, a "red tape jungle" of compliance **(53%)** and increased regulatory requirements **(51%)** creates a significant administrative bottleneck.

When combined with a chronic shortage of quality drivers and technicians **(50%)**, these overlapping challenges can quickly stall growth. By identifying these specific hurdles, the 2026 pulse provides a roadmap for SMBs to trade daily chaos for a streamlined, professional, and resilient edge.

Strategic takeaway

For UK fleets in 2026, the focus has shifted toward precision cost avoidance. With nearly a third of the budget frequently tied up in salaries and a fifth in fuel, the ability to shave even **1–2%** off these categories through tech-led routing and driver behaviour monitoring is the difference between a struggling operation and a profitable one. In the UK, turning a "sunk cost" into a measurable driver of profit is now the hallmark of a resilient fleet.

KEY TAKEAWAYS

SMALL BUSINESSES

THE TOP 10 CHALLENGES THAT FLEET MANAGERS FACE EVERYDAY

DAILY CHALLENGES	
DRIVER FATIGUE AND SAFETY	71%
MEETING CUSTOMERS DEMANDS AND EXPECTATION	69%
COMPETITIVE PRESSURE	65%
FUEL	60%
INCREASED REGULATORY REQUIREMENTS	58%
INCREASED COMPLEXITY OF SERVICE OFFERING	57%
COMPLIANCE	57%
INSURANCE COSTS	55%
NOT ENOUGH QUALITY DRIVERS AND TECHNICIANS	55%
INEFFICIENCIES IN SCHEDULING/ DISPATCHING	39%

AI-powered route optimisation

AI-POWERED ROUTE OPTIMISATION GETS TANGIBLE RESULTS:

- 71% OF FLEETS IMPROVED THEIR LAST-MILE OPERATIONS
- 75% OF FLEETS IMPROVED ON-TIME DELIVERY RATES
- 49% OF FLEETS REDUCED THEIR FUEL COSTS
- 53% OF FLEETS REDUCED THEIR CO_2 EMISSIONS

Photo: Clifton Suspension Bridge, Bristol, Avon, UK

AI spotlight: how AI-powered route optimisation improves uk last-mile operations

The last-mile revolution: AI-driven orchestration in the UK

In the 2026 UK logistics landscape, AI-powered route optimisation has redefined the "connected fleet pulse" by transitioning from static, historical scheduling to dynamic, real-time orchestration. By leveraging machine learning to analyse live UK traffic congestion, roadworks, and precise delivery windows, AI effectively neutralises the unbillable latency that traditional routing often overlooks.

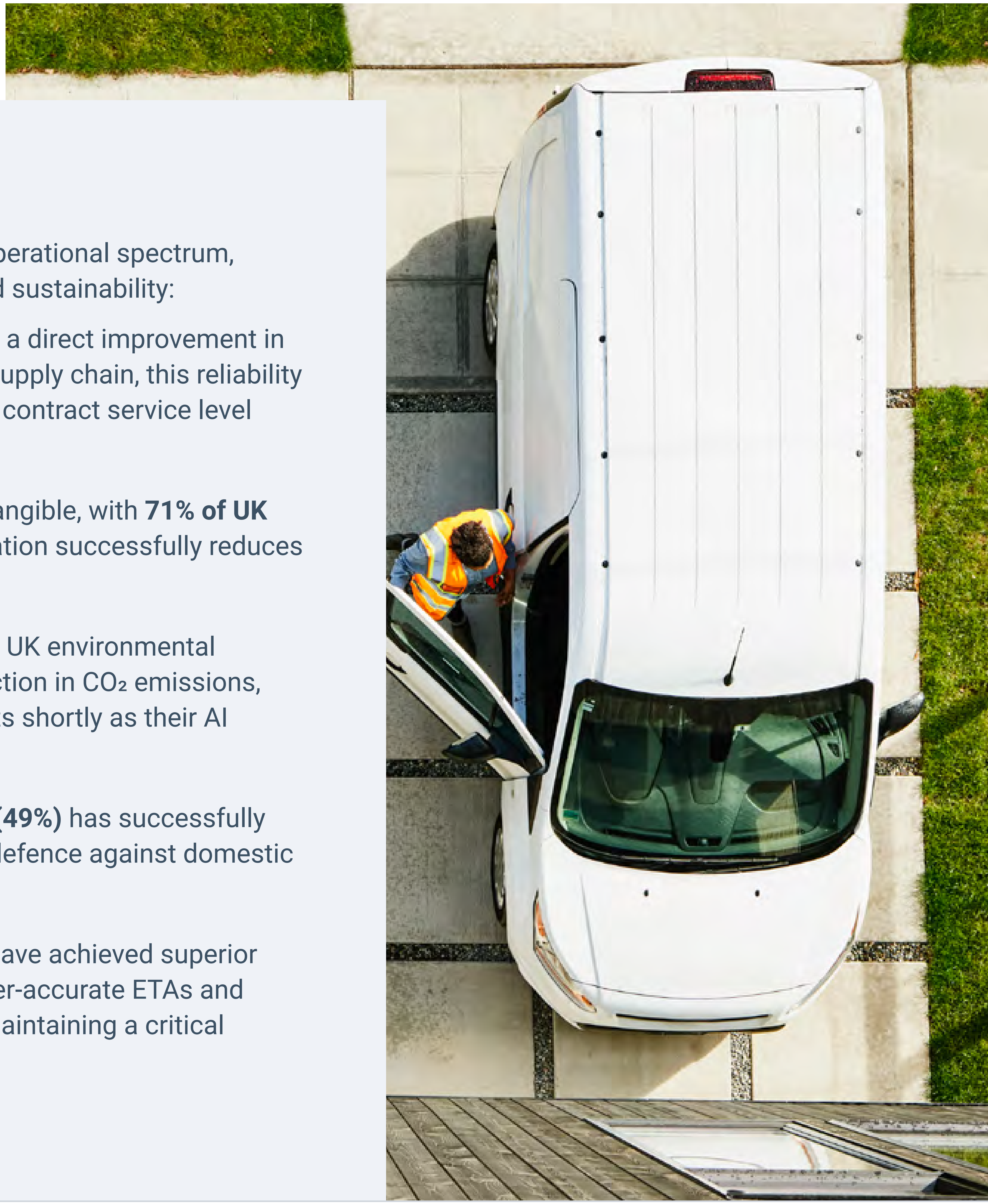
For UK enterprises navigating high-density urban zones and expanding Clean Air Zones (CAZ), this technology represents a total collapse of the "last-mile bottleneck." Beyond simple transit mechanics, AI is the primary engine for service excellence. By ensuring every driver follows the most intelligent path, UK businesses are maximising the yield of their human and vehicle capital while extending asset lifecycles through reduced "stop-start" wear. This technical command transforms the last mile from a cost-heavy necessity into a streamlined, high-performance asset.

KEY TAKEAWAYS

The strategic gains of ai optimisation

The impact of AI extends across the entire UK operational spectrum, moving the needle on reliability, fiscal health, and sustainability:

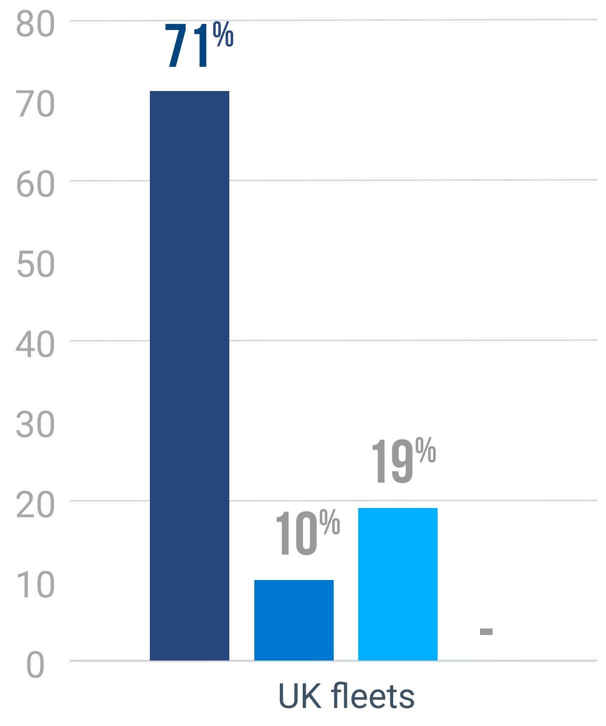
- **Precision reliability: 75% of UK fleets** reported a direct improvement in on-time delivery rates. In the "just-in-time" UK supply chain, this reliability has become the gold standard for maintaining contract service level agreements (SLAs).
- **Operational velocity:** the efficiency gains are tangible, with **71% of UK operators** confirming that AI-powered optimisation successfully reduces last-mile delivery times.
- **The green corridor & ESG:** AI is a key driver for UK environmental goals. **53% of fleets** report a measurable reduction in CO_2 emissions, with an additional **29%** expecting improvements shortly as their AI integration matures.
- **Fiscal resilience:** nearly half of the UK market **(49%)** has successfully used AI to **reduce fuel costs**, providing a vital defence against domestic energy price volatility.
- **Customer eExperience: 54% of UK operators** have achieved superior customer experience scores. By providing hyper-accurate ETAs and "on-the-fly" service flexibility, these fleets are maintaining a critical competitive edge in a crowded market.



Let's dive into how **AI-powered route optimisation improves last-mile operations:**

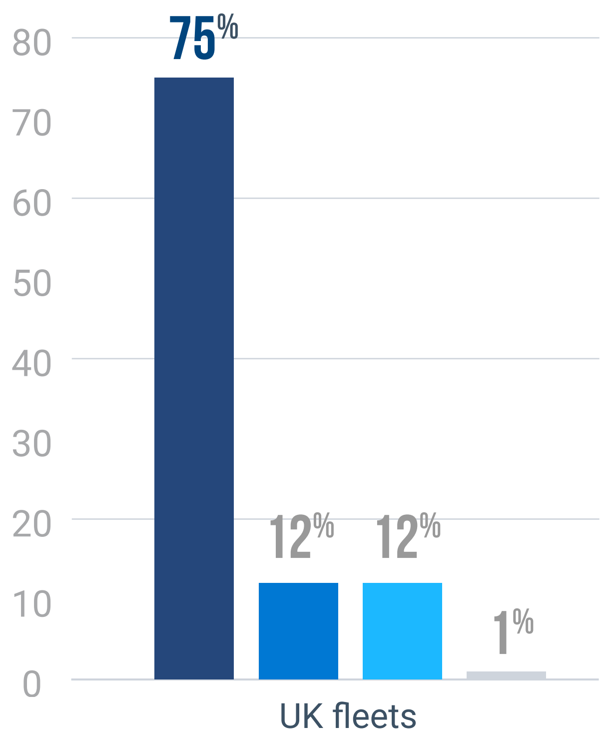
Reduce last-mile delivery time

Does AI-powered route optimisation reduce last-mile delivery time?



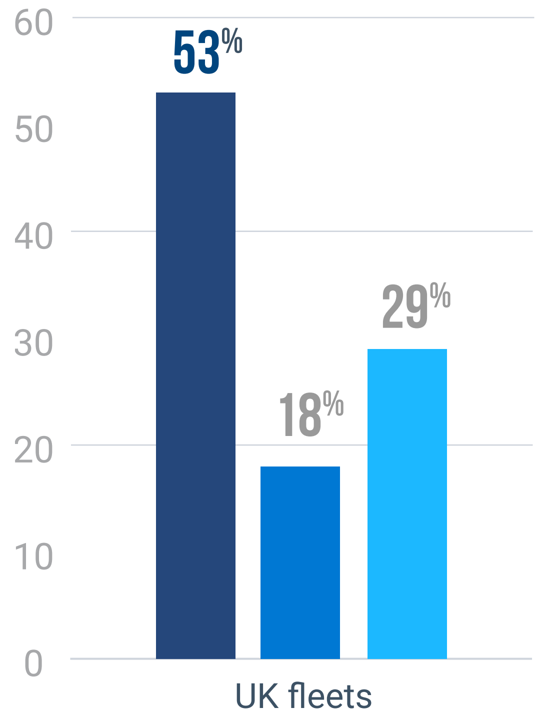
Improve on-time delivery rates

Does AI-powered route optimisation improve on-time delivery rates?



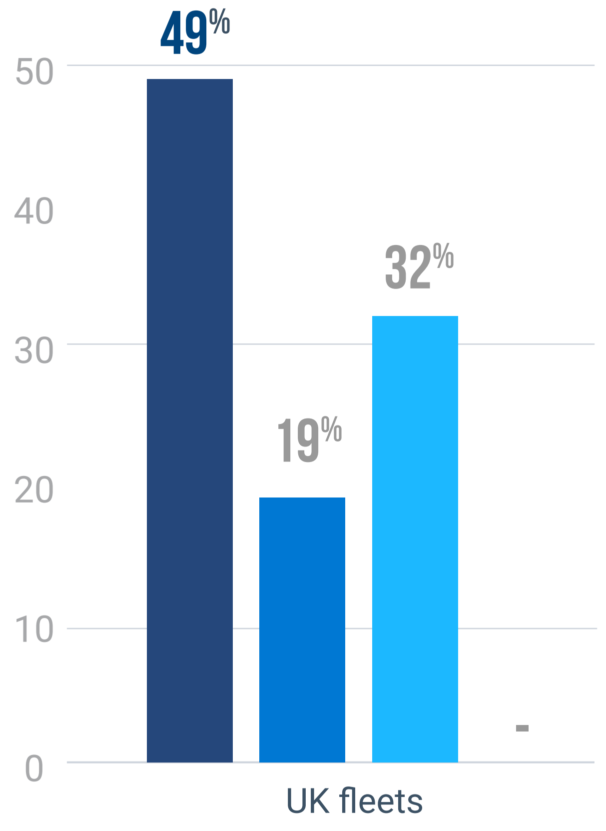
Reduce CO_2 emissions

Does AI-powered route optimisation reduce CO_2 emissions?



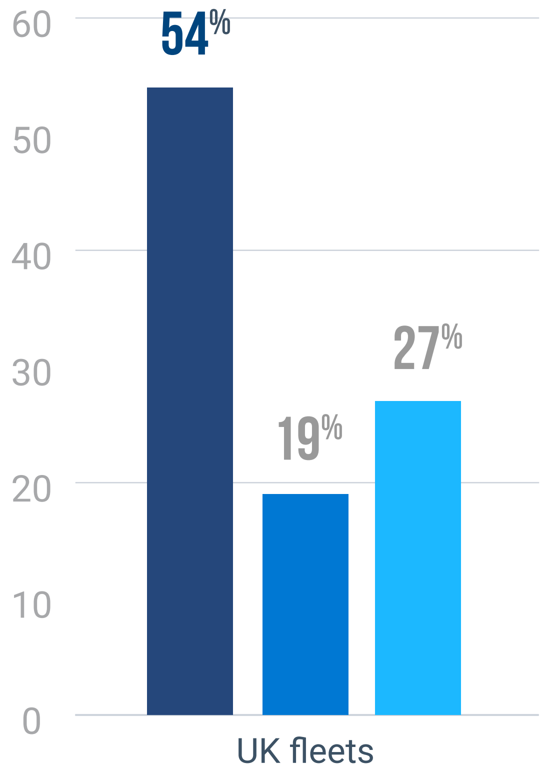
Reduce fuel costs

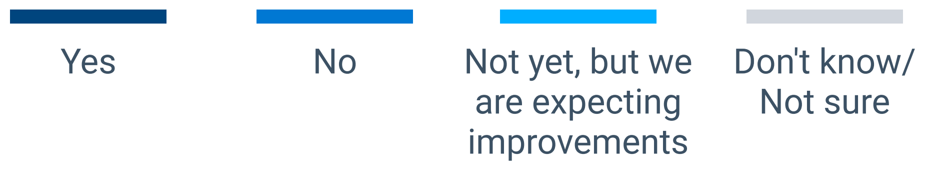
Does AI-powered route optimisation reduce fuel costs?



Improved customer experience

Does AI-powered route optimisation improve your customer experience?





Fleet intelligence in action

GOALS ACHIEVED BY USING ADVANCED FLEET MANAGEMENT SOLUTIONS:

- 66% IMPROVED COMPLIANCE
- 55% OF FLEETS IMPROVED PRODUCTIVITY
- 51% IMPROVED CUSTOMER SERVICE
- 50% DECREASED FUEL CONSUMPTION

Photo: Picadilly Circus, London, UK

Conclusion

In the current economic climate, staying competitive is no longer about the size of a fleet, but the intelligence behind its movement. To maintain market share while the economy runs at its sustainable "speed limit," businesses must transition from reactive management to a state of constant, data-driven orchestration.

True market leaders are those who treat operational transparency as a shield against inflation, using deep visibility into every asset to neutralise the silent drain of inefficient routing and idling. By refining the "connected fleet pulse" of their daily operations, these organisations are transforming traditionally rigid overheads into agile, high-performance advantages that allow them to exceed customer expectations even as energy and labour costs continue to climb.

Ultimately, competitiveness in 2026 is defined by the ability to turn technical oversight into a strategy of preventative health for the entire enterprise. As the gap between traditional hauling and tech-first logistics widens, the most resilient firms are leveraging integrated intelligence to protect their margins and their people. This shift ensures that every minute on the road and every gear turn contributes directly to the bottom line, allowing forward-thinking businesses to scale with precision while their competitors remain stalled by the complexities of a volatile and high-cost environment.

Methodology of the 2026 Geotab Report

Conducted by ABI Research for Geotab, this comprehensive study was designed to provide a high-fidelity analysis of the adoption and strategic impact of GPS fleet tracking systems and integrated mobile technologies.

This 2026 report is based on quantitative surveys completed by a total of 203 fleet managers, executives, and mobile-business professionals. The findings highlight the definitive operational value and fiscal resilience that UK businesses are achieving through targeted investment in connected fleet intelligence.

The data presented in this report covers the period from January 1, 2025 to December 31, 2025, and is based on survey responses from fleet and operations decision-makers across organisations of varying sizes and industries in Europe, a survey conducted by ABI Research for Geotab.

Geotab

A world leader in connected vehicle and asset solutions

Geotab is a global leader in connected vehicle and asset management solutions, with headquarters in Oakville, Ontario and Atlanta, Georgia. Our mission is to make the world safer, more efficient, and sustainable. We leverage advanced data analytics and AI to transform fleet performance and operations, reducing cost and driving efficiency.

Backed by top data scientists and engineers, we serve approximately 100,000 global customers, processing 100 billion data points daily from more than 5 million vehicle subscriptions. Geotab is trusted by Fortune 500 oraganisations, mid-sized fleets, and the largest public sector fleets in the world, including the US Federal government. Committed to data security and privacy, we hold FIPS 140-3 and FedRAMP authorisations.

Our open platform, ecosystem of outstanding partners, and Geotab Marketplace deliver hundreds of fleet-ready third-party solutions. This year, we're celebrating 25 years of innovation.

Learn more at geotab.com/uk and follow us on LinkedIn or visit Geotab News and Views.

Photo: HQ, Oakville, Canada

Sources:

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(2) https://www.rac.co.uk/drive/advice/fuel-watch/

(3) https://www.britishchambers.org.uk/news/2026/03/bcc-economic-forecast-global-turmoil-to-hit-growth-and-push-up-inflation/

(4) https://www.rac.co.uk/drive/advice/fuel-watch/