

GEOTAB®

GEOTAB REPORT 2026

Connected fleets in Ireland

GPS TRACKING

PRODUCTIVITY
FLEET COSTS
CUSTOMER SERVICE

INDUSTRY
GENERAL FREIGHT

TACHOGRAPH/
REGULATORY COMPLIANCE
FUEL CONSUMPTION



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Senior Vice President EMEA

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About this report

In this first edition of the Geotab Report 2026: Connected Fleets in Ireland we dive into how Europe's 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 Irish's key industries, highlighting measurable outcomes from real fleet operations in Ireland. 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 organizations of varying sizes and industries in Europe. A survey conducted by ABI Research for Geotab.

To learn more, visit geotab.com/ie/

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 Irish 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 Ireland. 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 Irish 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 organization'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 Irish 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. A survey conducted by ABI Research for Geotab.

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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/ie/ 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
(172M €)

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 (207,391.20 €)

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

[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](#)



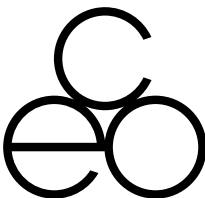
[Artificial Intelligence Excellence Award](#)



BEST MANAGED COMPANIES

Platinum member

[2025 Canada's Best Managed Companies, Platinum Club](#)



REPORT ON BUSINESS
CEO OF THE YEAR

[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:	71%
MID-SIZED FLEETS:	79%
ENTERPRISE FLEETS:	77%

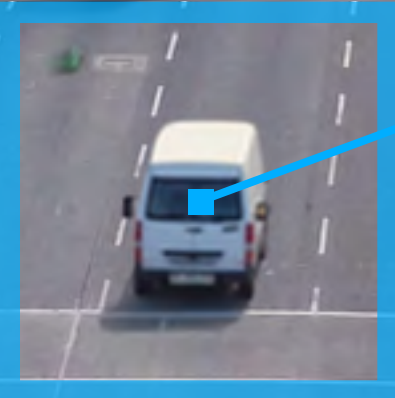


Photo: O Connell Bridge in the city center of Dublin, Ireland

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

As we launch the **Geotab Report 2026**, the Irish'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. The Central Bank of Ireland revised its domestic GDP growth forecast, projecting a deceleration to 2.8% in 2026. This easing reflects a normalisation of the market following the dramatic surge in exports recorded last year. ⁽¹⁾

For fleet-dependent organisations in Ireland, this economic 'speed limit' is felt most acutely at the pump. According to the European Commission's Weekly Oil Bulletin, diesel prices in Ireland averaged between €1.95 and €2.14 per litre as of mid-May 2026 ⁽²⁾—a sustained cost pressure that directly compromises the daily operations and bottom lines of local SMBs.

In this high-pressure climate, the Central Bank of Ireland has revised its 2026 inflation expectations upward to 2.9% ⁽³⁾. The regulator noted that these sustained, energy-driven cost pressures have fundamentally altered the logistics sector, transforming fleet management from a tactical back-office function into an absolute mandate for corporate survival ⁽³⁾.

↑ **2.8% DOMESTIC
GDP GROWTH
FORECAST**

€1.95
per litre for diesel



KEY TAKEAWAYS

The dual impact: SMB viability vs. enterprise integrity

The burden of these rising costs is felt differently across Irish 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 Irish SMB, GPS tracking and route optimisation have shifted from "nice-to-haves" to essential survival tools. Every litre of €1.95 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 euros 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 Irish 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 **57% of Irish 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 Irish economy faces a complex inflation challenge, the path forward is paved with data. By turning raw telematics into actionable intelligence, Irish businesses are not just keeping pace with the economy—they are setting a new, sustainable speed limit for success.



Photo: O'Connell street in Dublin, Ireland

The connected fleets pulse

2026

ACTIVE SMART FLEET
MANAGEMENT SOLUTIONS:

GPS TRACKING	78%
IN-CAB VIDEO (INCLUDING FRONT FACING AND DRIVER FACING CAMERAS)	55%
FIELD SERVICE MANAGEMENT (SCHEDULING, DISPATCH, COMMUNICATION)	45%
ASSET/TRAILER/EQUIPMENT TRACKING	30%



Connected fleets in Ireland: 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 **78%** of Irish 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 **30%** 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, **45%** 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; **55%** 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.

Active smart fleet management solutions by business size:

	Small (1 – 29 vehicles)	Medium (30 – 149 vehicles)	Enterprise (150 + vehicles)
GPS tracking	71%	79%	77%
In-cab video (including front facing and driver facing cameras)	32%	56%	71%
Asset/trailer/equipment tracking	14%	33%	38%
Field service management (Scheduling, dispatch, communication)	34%	40%	61%

30%

of managers utilise advanced asset and trailer tracking.

45%

of fleets deploy field service management solutions.



Key insights: 2026 connected fleets pulse



GPS fleet tracking: the operational backbone

- **Mission criticality: 75% of businesses** categorised GPS tracking as "very" or "extremely" beneficial for managing their fleets.
- **Fiscal accountability: 57% of fleets** reported a definitive reduction in total fleet costs, while % realised a positive ROI in under 12 months.
- **The productivity surge: 69% of businesses** achieved a significant boost in productivity through optimised vehicle utilisation and efficient daily operations.
- **Service precision: 55% of fleets** improved customer service standards, significantly reducing the impact of urban congestion.



Video telematics: the visual shield

- **The fatigue defense: 36% of businesses** utilised video to reduce driver fatigue from **41%** to **60%**, moving from reactive investigation to proactive risk coaching.
- **Liability protection: 69% of firms** successfully reduced false insurance claims through high-definition evidence, shielding the bottom line from inaccurate liability.
- **Safety sovereignty: 69% of companies** reported a measurable improvement in overall driver safety, **41% of businesses decreased** insurance costs.
- **Rapid capital recovery: 81% businesses** achieved a positive ROI in under a year, driven by lower incident costs and exoneration from false claims.



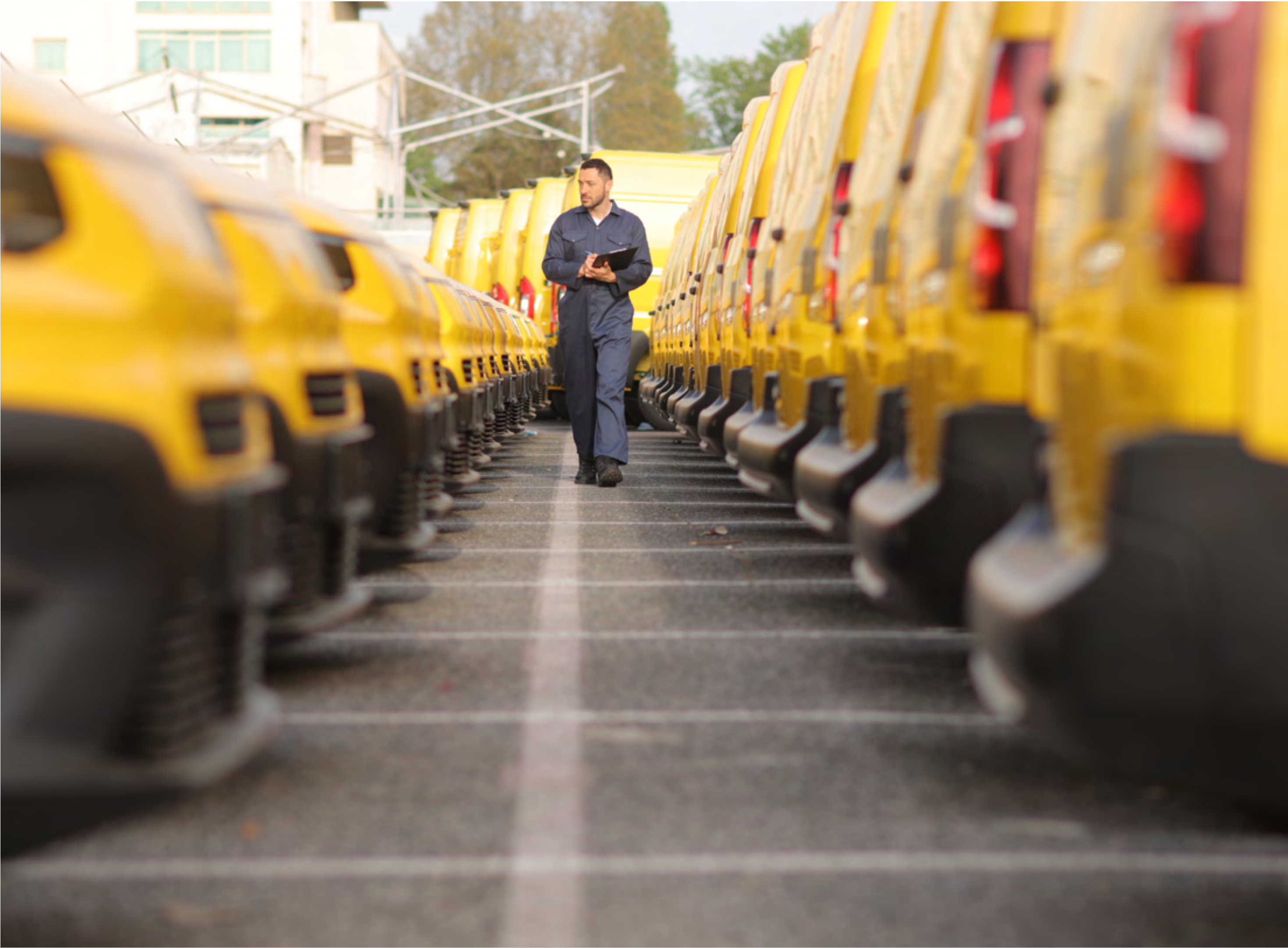
Asset & equipment tracking: capital optimisation

- **Operational value: 71% 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: 67% of companies** reported improved site safety, directly linked to better equipment oversight and reduced "unauthorised" use.
- **Theft suppression: 71% 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: 77% of EV operators** improved their fleet visibility, effectively integrating electric assets into daily high-density dispatch.
- **Energy architecture: 37% of organisations** successfully achieved better battery status visibility, while % improved their daily operations management through integrated EV data.
- **Cost efficiency: 67% of businesses** reduced their operational costs by combining GPS tracking with electric vehicle technology.
- **Carbon neutrality: 41% of fleets** achieved a direct reduction in CO2 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 Ireland, AI-driven routing has moved from a luxury to a logistical necessity.

- **Compression of delivery windows:** 72% of Irish 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; 76% of Irish businesses have successfully improved on-time delivery rates, effectively neutralising the unpredictability of European traffic congestion.
- **Service excellence:** for 63% of Irish fleets, AI is the primary engine for superior customer experience, providing the hyper-accurate ETAs and transparency that modern consumers demand.

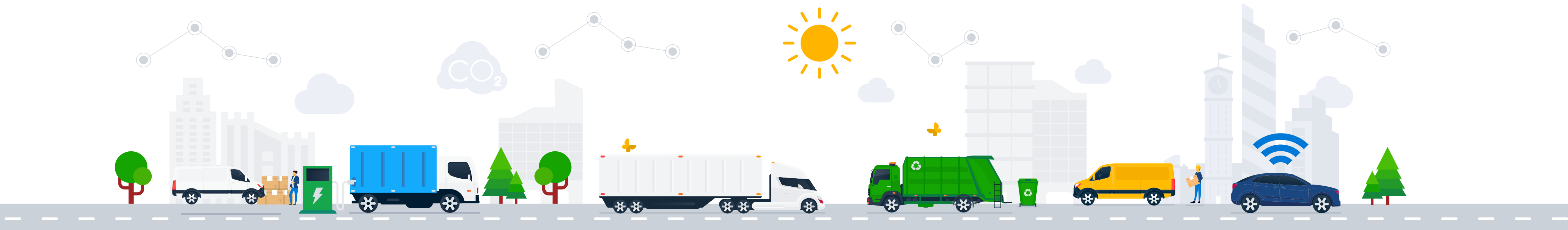
The fiscal & environmental impact of AI

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

- **Fuel resilience:** mid-sized firms are leading the way in cost suppression, with 56% 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, 49% of fleets utilised AI routing to measurably reduce their CO₂ emissions, turning routing logic into a core pillar of their ESG strategy.
- **Scaling without headcount:** for small businesses, the 72% 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

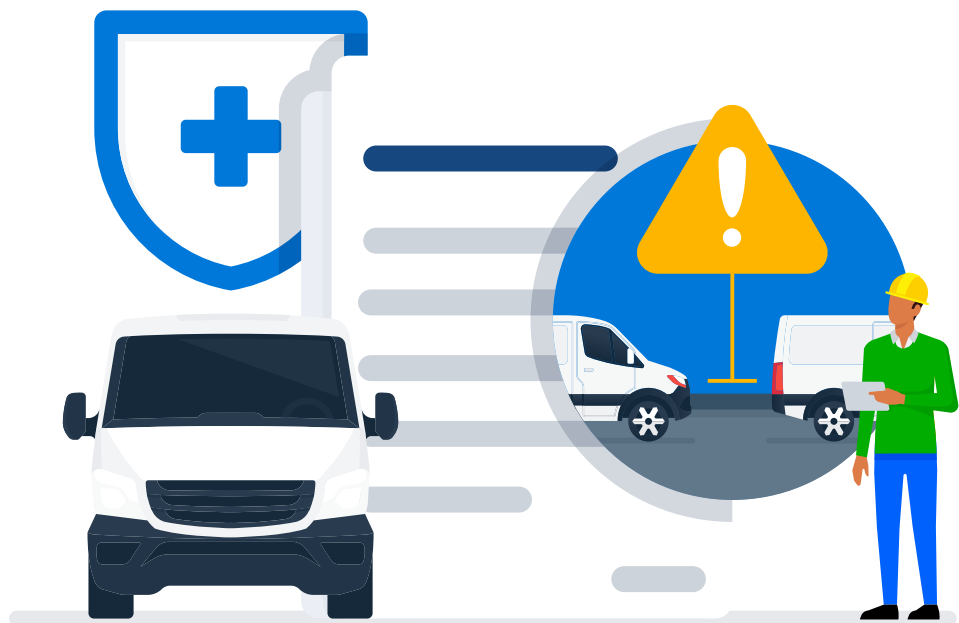
- **The "wait and see" strategy:** while adoption is high, a strategic segment of the market, 9% of Irish fleets, are currently awaiting further AI refinements before fully transitioning away from static scheduling.
- **Anticipating the leap:** across all categories, an average of 12% of fleets expect 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 Irish 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.



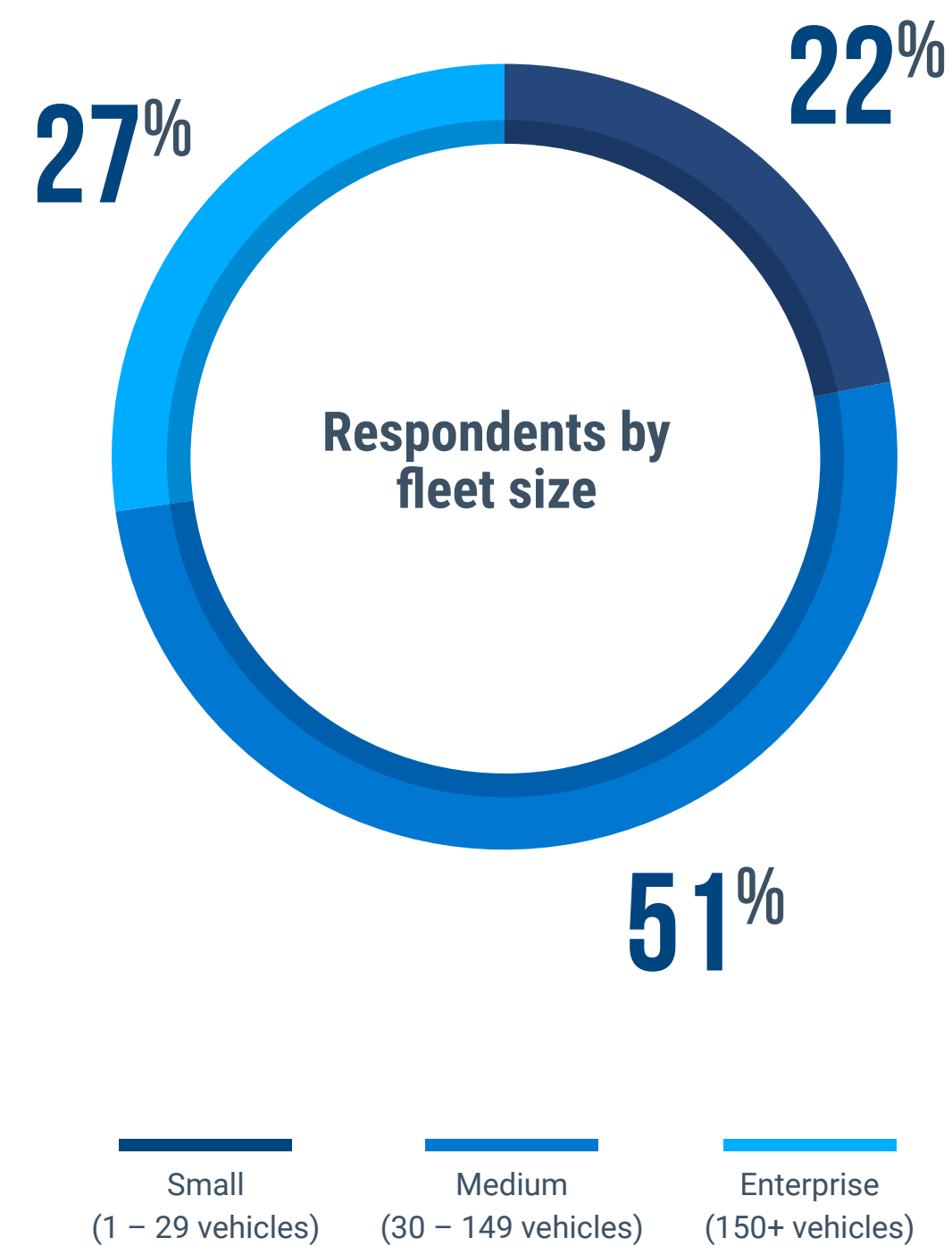
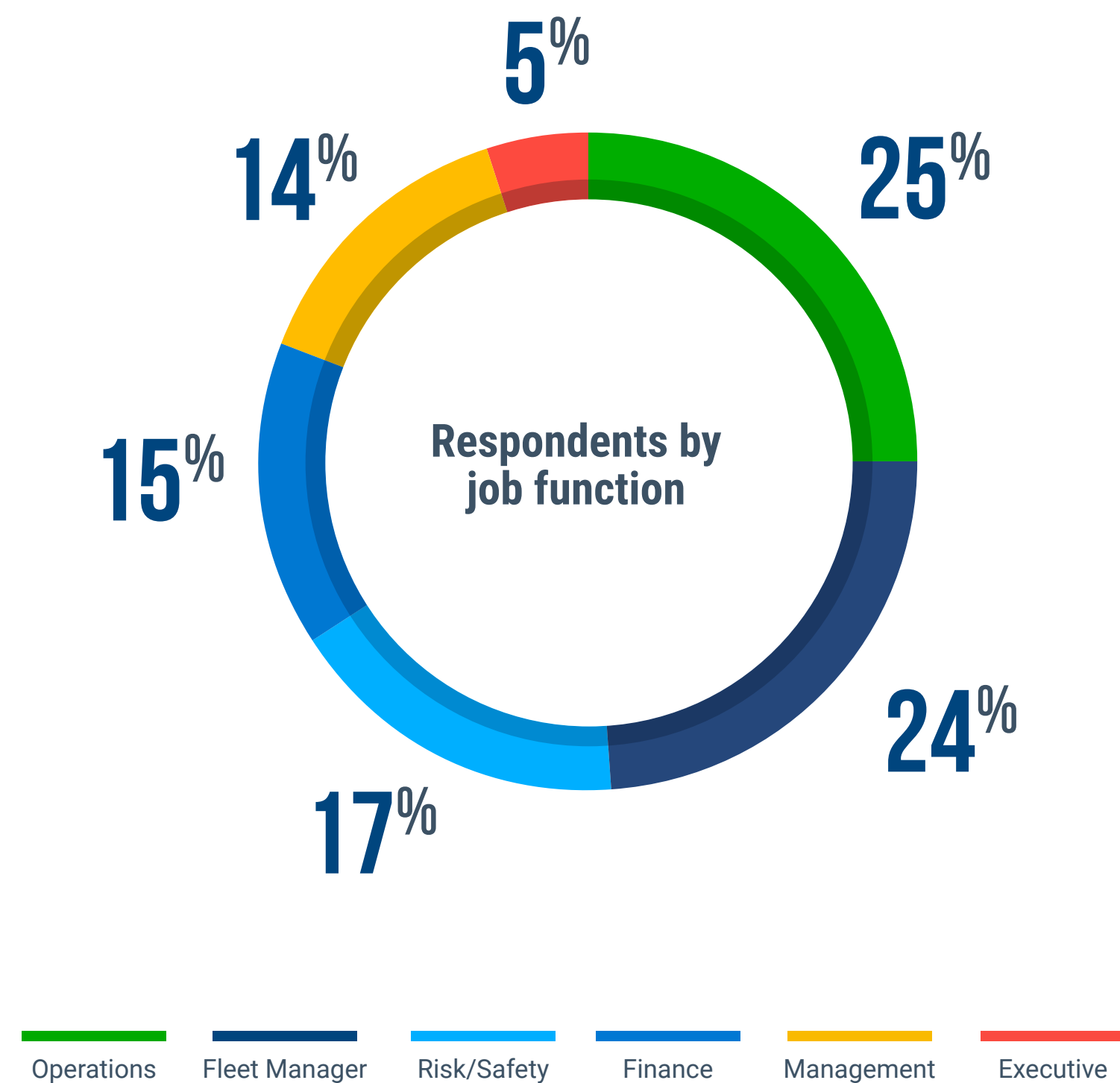
KEY TAKEAWAYS

Businesses take the lead:

- 68% set up safety measures for employees and vehicles
- 62% enhance route or operational efficiency improvements
- 61% re-negotiate or extend fleet leases
- 56% working on maintenance management improvements
- 54% boost fuel-saving initiatives
- 51% focus on compliance and regulatory preparedness
- 47% adopt or expands of fleet management technology
- 32% monitor workforce and vehicle utilisation
- 27% maintain current initiatives



Who responded to the survey?



Respondents by industry

18%	Construction
18%	General freight
13%	Passenger transportation
14%	Services
8%	Government
5%	Manufacturing
5%	Retail/wholesale
4%	Food production or distribution
4%	Utilities
4%	Metro delivery & last mile delivery
2%	Transport of petroleum
2%	Refuse or recycling

Performance metrics & ROI

2026
TANGIBLE RESULTS

- 75% OF IRISH BUSINESSES WHO USE A GPS TRACKING SOLUTION STATED THAT IT IS "VERY" OR EXTREMELY" BENEFICIAL TO MANAGE THEIR FLEETS
- 67% EXPLAINED THAT THEY HAVE REDUCED THEIR FLEET COSTS
- 57% OF BUSINESSES ACHIEVED A POSITIVE ROI UNDER 12 MONTHS
- 69% OF BUSINESSES IMPROVED PRODUCTIVITY



The speed of ROI in Irish's connected fleets

In the 2026 Irish business 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, **57%** 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, Irish's 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 Ireland

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
Ireland	57%	32%	9%	3%	—



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

In the 2026 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 **69% increase in overall productivity** through higher vehicle utilisation, supported by a **56% 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 **55% 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 **60% of businesses** recording a measurable decrease in fuel consumption and a **38% improvement in driving safety habits**. By turning raw telematics into a strategy of preventative health, Irish leaders are protecting high-value assets and ensuring workforce safety in an increasingly volatile market.

Now, we dive into SMBs businesses:

↑ **69%**

increase in overall productivity through higher vehicle utilisation.

↓ **60%**

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		
Improved productivity (for example, number of jobs, vehicle utilisation)	69%	Improve driver safety habits	38%
Decrease in fuel consumption	60%	Decrease unauthorised use of vehicles	37%
Regulatory compliance	60%	Decrease in instances like speeding and harsh driving to reduce incidents	36%
Increase recovery rate of stolen vehicles	57%	Increase seat belt usage	32%
Improved customer service	55%	Improved vehicle maintenance	30%
Improved efficiency (efficiency understood as you can achieve your results by putting the resources you have in the best way possible)	48%	Improved managing daily operations (Improved the day-to-day operations)	25%
Improved routing	48%	Decrease idling	23%
Improved sustainability (businesses committed to sustainable goals, such as reducing their environmental footprints, CO ₂ emissions)	41%	Decrease in labor costs	21%
		CO ₂ reduction	19%



FLEET FACTS SPOTLIGHT:

- **75%** of businesses who use a GPS tracking solution stated that it is “very” or extremely” beneficial to manage their fleets.
- **67%** have reduced their fleet costs.
- **57%** of businesses achieved a positive ROI in under 12 months.
- **69%** of firms improved productivity.

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

- **Top goal achieved:** improved productivity (**69%**) and regulatory **compliance (60%)**.
- **Fiscal impact:** **57%** reduced their overall fleet costs, with % achieving a positive ROI in under 12 months.
- **Asset security:** a high **57%** recovery rate for stolen vehicles provides a vital safety net for small-scale capital investments.

Safety bonus:

↑ **32%**
of survey respondents increased seat belt usage.

↑ **38%**
of small businesses improved driver safety habits.

Safety visual intelligence



SAFETY VISUAL INTELLIGENCE

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

IMPROVED DRIVER SAFETY	69%
REDUCED FALSE CLAIMS	69%
REDUCED SAFETY INCIDENT COSTS	54%
REDUCED INSURANCE COSTS	41%

Protecting Irish drivers, businesses and bottom lines

In the 2026 landscape, video telematics has transitioned from a passive recording tool to an essential "visual shield" for fleet operations. Currently, **82% of businesses in Ireland** 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 **69% improvement in driver safety** and a **69% 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 Irish fleet leaders to exonerate drivers from inaccurate liability with high-definition certainty.

82%

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

↑81%

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 Irish video telematics

In the highly competitive Irish landscape, video telematics have 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**.

Within Irish businesses, a staggering **36% 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, Ireland's 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 Irish 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 Amongst Irish fleets, over **36%** of operators reduced driver fatigue by **41%-60%**.

Goal risk reduction	Ireland
Fatigue reduced (From 41% to 60%)	36%
Distraction reduced (From 21% to 40%)	41%



Incident & speeding suppression

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

Goal risk reduction	Ireland
Incidents/crashes reduced (From 21% to 40%)	43%
Speeding decreased (From 41% to 60%)	32%



Compliance: seat belts & tailgating

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

Goal behavior improvement	Ireland
Seat belt usage increased (From 41% to 60%)	37%
Tailgating reduced (From 21% to 40%)	37%

How video telematics helps
reduce driver fatigue?

Driver fatigue	Ireland
Less than 5%	8%
From 5% to 20%	14%
From 21% to 40%	32%
From 41% to 60%	36%
Over 60%	10%

How video telematics helps
reduce driver distraction?

Driver distraction	Ireland
Less than 5%	3%
From 5% to 20%	16%
From 21% to 40%	35%
From 41% to 60%	27%
Over 60%	19%

How video telematics helps
reduce incidents or crashes?

Incidents or crashes	Ireland
Less than 5%	3%
From 5% to 20%	18%
From 21% to 40%	43%
From 41% to 60%	31%
Over 60%	5%

How video telematics helps
decrease speeding?

Speeding	Ireland
Less than 5%	10%
From 5% to 20%	15%
From 21% to 40%	31%
From 41% to 60%	32%
Over 60%	12%

How video telematics helps
increase seat belt usage?

Seat belt usage	Ireland
Less than 5%	8%
From 5% to 20%	9%
From 21% to 40%	32%
From 41% to 60%	37%
Over 60%	14%

How video telematics helps
reduce tailgating?

Tailgating	Ireland
Less than 5%	5%
From 5% to 20%	13%
From 21% to 40%	37%
From 41% to 60%	26%
Over 60%	19%



Asset tracking management



Photo: M7 motorway in Ireland

ASSET TRACKING TECHNOLOGY

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

IMPROVED ASSET/TRAILER UTILISATION	71%
REDUCED THEFT	71%
IMPROVED ASSET/TRAILER SECURITY	67%
IMPROVED EFFICIENCY/PRODUCTIVITY	66%
IMPROVED ASSET VISIBILITY	64%
IMPROVED SAFETY	54%
IMPROVED TRAILER/ASSET MAINTENANCE	44%
REDUCED INSURANCE COSTS AND BETTER INSURANCE CLAIMS FOR LOST/STOLEN ASSETS	28%

Asset tracking: enhancing equipment utilisation and boosting security

In the demanding Irish landscape, asset tracking has evolved into a critical shield for both project timelines and high-value machinery. The latest data reveals that **71% 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, **71% of companies** report improved asset and trailer utilisation, while **54%** have successfully enhanced their overall safety outcomes.

This technical command is vital for mitigating the high cost of site disruptions, resulting in a **71% reduction in theft** and a **66% 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 Irish infrastructure projects. With **71%** of 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 Irish insurance market remains challenging in 2026, but fleets with verifiable data are outperforming the general market. **28%** of 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. **57%** of 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 Irish enterprises.
- **Productivity gains:** by pushing asset utilisation to **71%**, firms are effectively reducing 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.

71%

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

↑51%

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

STRATEGIC TAKEAWAY

Strategic takeaway

For Irish 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	77%
REDUCE OPERATIONAL COSTS	67%
IMPROVE EFFICIENCY	65%
IMPROVE MANAGING DAILY OPERATIONS	60%
IMPROVE MAINTENANCE COSTS	45%
REDUCE CO ₂ EMISSIONS	41%
IMPROVE BATTERY STATUS VISIBILITY	37%
IMPROVE SUSTAINABILITY	33%
IDENTIFY VEHICLE ELECTRIFICATION SUITABILITY	24%

The strategic shift toward electric vehicles for Ireland fleets

The shift toward electric vehicles (EVs) has moved beyond a conceptual trend to become the foundational pillar of modern, low-emission logistics across Ireland. 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.

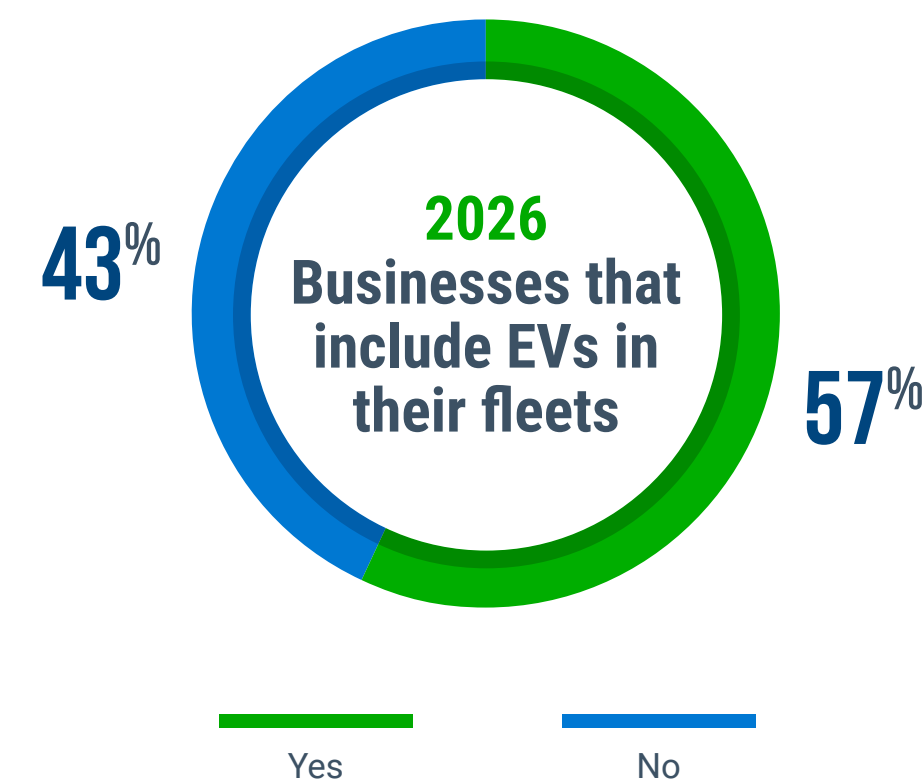
This transition is not merely about replacing internal combustion engines; it is a sophisticated evolution of the Irish "sector pulse." In 2026, new energy architectures and smart charging infrastructures have gained significant ground as the primary drivers of fleet strategy. By adopting these emerging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

State of the market: EV & hybrid adoption in Ireland

The 2026 data confirms that the majority of Irish 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?

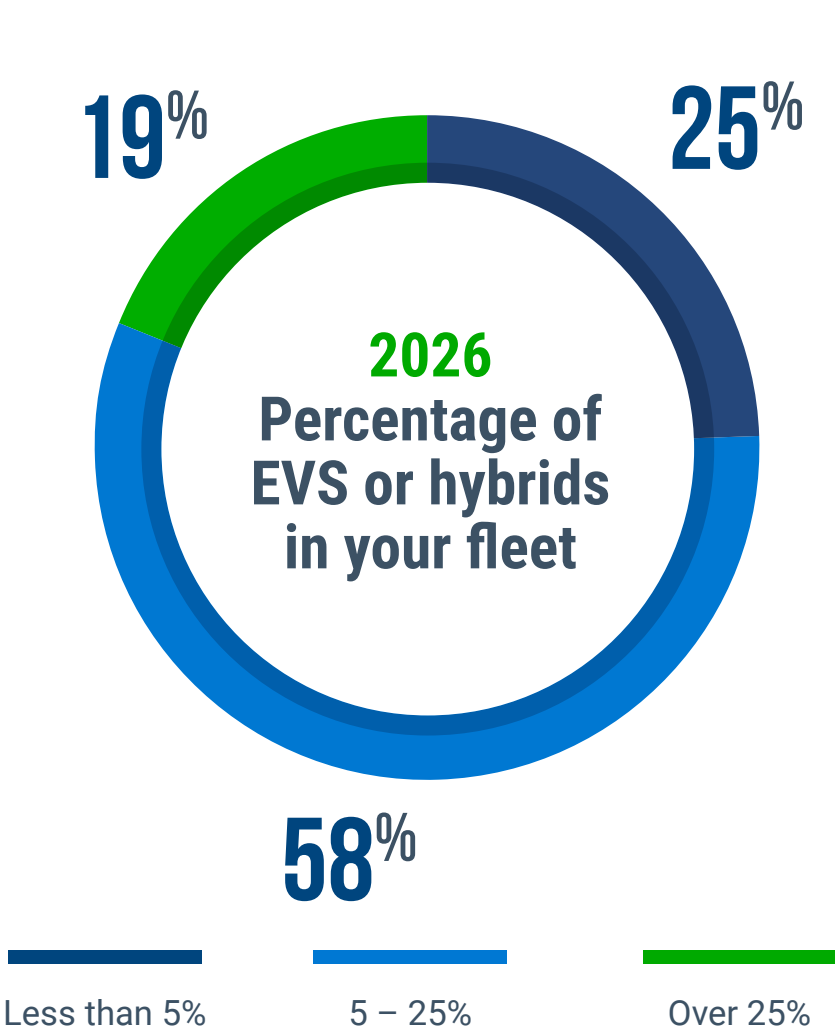
Current adoption: 57% of Ireland businesses now include EVs or hybrids in their fleets.



3 years to 5 years

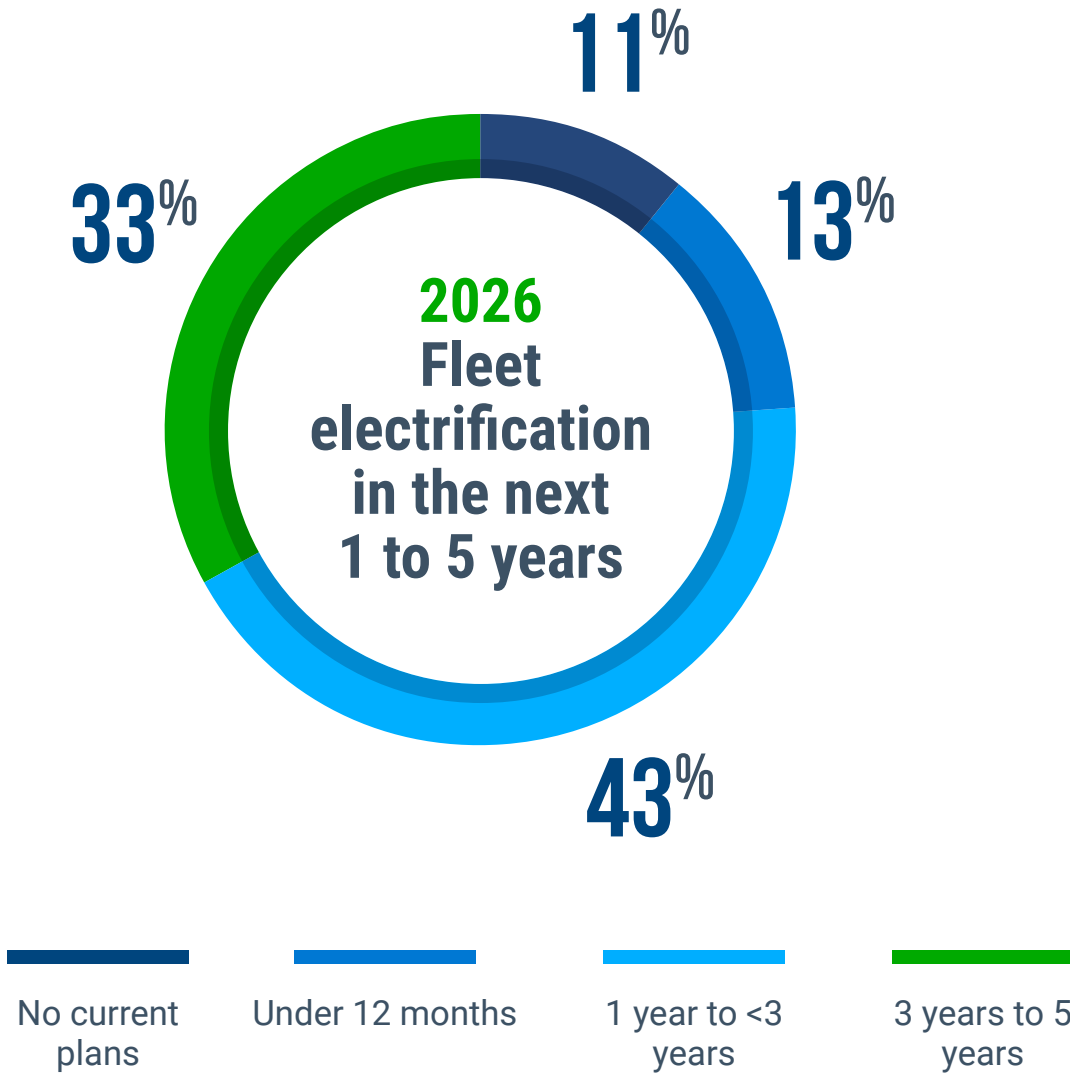
What percentage of your fleet include EV or hybrids?

Fleet density: for those who have made the switch, the transition is deep: **58% of fleets** have converted between **5% and 25%** of their total volume.



Fleet electrification in Ireland

Businesses that plan to boost the electrification of their fleets. **The upcoming surge:** commitment is accelerating. While only **11%** have no current plans, a massive **43% of Irish 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:

- 77% Improve fleet visibility
- 67% Reduce operational costs
- 65% Improve efficiency
- 60% Improve managing daily operations
- 45% Improve maintenance costs
- 41% Reduce CO₂ emissions
- 37% Improve battery status visibility
- 33% Improve sustainability
- 24% Identify vehicle electrification suitability



Strategic cost management

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

FUEL COST REDUCTION	52%
ACCIDENT COST REDUCTION	38%
DECREASE IN INSURANCE COSTS	31%
VEHICLE MAINTENANCE COST REDUCTION	28%
LABOUR COST REDUCTION	19%



Irish fleets drive strategic profitability through efficient cost-saving strategies

In the 2026 economic landscape, Irish 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 companies are leveraging deep-data insights to insulate their margins from rising domestic costs and localised inflationary pressures.

The efficiency benchmarks

The Irish 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 neutralizing the sting of volatile energy prices and rising labor costs.

- **Fuel cost reduction (52%):** this remains the most immediate and impactful "win" for Irish fleets. Through precision AI-routing and aggressive idle-time monitoring, businesses have managed to cut fuel spend by half.
- **Accident cost reduction (38%):** safety initiatives are paying off significantly. Irish fleets are seeing a major drop in costs associated with collisions, driven by better driver coaching and real-time intervention.

- **Vehicle maintenance cost reduction (28%):** there is a clear shift toward a proactive "preventative health" model. Irish companies are moving away from reactive "break-fix" models, keeping assets road-ready for longer and reducing maintenance spend by a quarter.
- **Labour cost reduction (19%):** efficiency is being refined at the workforce level, streamlining operations to ensure that human capital is utilised with maximum precision.

2026 Europe	Ireland
Fuel cost reduction	52%
Accident cost reduction	38%
Percentage decrease in insurance costs	31%
Vehicle maintenance cost reduction	28%
Labour cost reduction	19%

Insuring the future through risk mitigation

Ireland 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, Irish fleets are successfully driving down **insurance costs by 31%**, effectively reducing the long-term cost of risk.

KEY TAKEAWAYS

Strategic takeaway

For Irish 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, Ireland is setting a high standard for operational resilience through data-led strategy.

Overcoming operational friction



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

DECREASE IN FUEL CONSUMPTION
FROM GPS FLEET TRACKING

- 55% FOR SMALL FLEETS
- 47% FOR MID-SIZED FLEETS
- 72% FOR ENTERPRISE

Deciphering the Irish operational budget to drive tangible results

In 2026, Irish fleet costs 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 Irish 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, businesses are moving toward a sophisticated model of resource optimisation, reclaiming capital previously lost to inefficient idling or suboptimal routing.

The anatomy of the Irish fleet budget

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

The dominant overhead: salaries & fuel

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



Fuel: the Irish pump remains a major cost driver. **36% of 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 Irish workforce. Over **28% of fleets** report that salaries account for at least **25%** of their budget, with a notable **12%** of operators seeing this cost climb to **35%** (and an additional **4%** seeing it hit **40%**).

Asset lifecycle: depreciation & maintenance

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



Depreciation (acquisition): vehicle acquisition carries a heavy weight in Ireland. **33% of fleets** allocate **20%** of their budget to depreciation, reflecting the high cost of asset renewal.



Maintenance & repairs: Irish fleets are maintaining a tight grip on "break-fix" costs. **46% of the market** keeps tyre maintenance at just **5%** of their budget. Engine maintenance is also well-controlled, with **30% of fleets** keeping this spend at the **10%** mark.

Repairs: general repair costs are largely contained, with **77%** of fleets spending between **5%** and **10%** of their budget on unexpected fixes.

The compliance & safety shield: insurance & tax



Insurance: risk mitigation strategies are working. Exactly **54% of fleets** have managed to keep insurance premiums at a steady **5%** of their operational budget, while **29%** allocate **10%**.



Tax: for the majority of Irish operators (**55%**), tax remains a controlled variable at **5%** of the budget, though **34%** see this rise 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)	Irish fleets
5%	5%
10%	17%
15%	26%
20%	33%
25%	13%
30%	3%

Tyre replacement and maintenance	Irish fleets
5%	46%
10%	44%
15%	6%

Fuel	Irish fleets
5%	8%
10%	13%
15%	20%
20%	36%
25%	13%
30%	4%

Financing	Irish fleets
5%	43%
10%	31%
15%	10%
20%	10%

Engine maintenance	Irish fleets
5%	29%
10%	30%
15%	19%
20%	15%
25%	3%

Repairs	Irish fleets
5%	43%
10%	34%
15%	19%
20%	2%



Vehicle rental costs	Irish fleets
5%	47%
10%	30%
15%	6%

Driver salaries	Irish fleets
5%	4%
10%	5%
15%	12%
20%	17%
25%	28%
30%	18%
35%	12%
40%	4%

Insurance	Irish fleets
5%	54%
10%	29%
15%	11%
20%	4%

Tax	Irish fleets
5%	55%
10%	34%
15%	5%
20%	5%

Allowances	Irish fleets
5%	51%
10%	37%
15%	8%



Fleet manager’s challenges

TOP 5 CHALLENGES THAT FLEET MANAGERS FACE EVERYDAY:

1. MEETING CUSTOMERS DEMANDS AND EXPECTATION	73%
2. FUEL	67%
3. DRIVER FATIGUE AND SAFETY	66%
4. COMPLIANCE	66%
5. COMPETITIVE PRESSURE	62%



The top 10 challenges that fleet managers face everyday

Irish fleets

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

Running a fleet in 2026 has become a high-stakes balancing act where operational friction meets economic pressure. The modern Irish 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 (73%)**, proving that in a hyper-connected market, "just showing up" is no longer enough to maintain a competitive edge.

The financial "sting" of 2026 is felt most at the pump and in the ledger. **Fuel costs (67%)** and **driver fatigue and safety (66%)** rank as top-tier daily disruptions that threaten both human capital and business reputation.

Beyond the visible costs, a "red tape jungle" of **fleet compliance (66%)** and **competitive pressure (62%)** forces small businesses to do more with less. Concurrently, the **increased complexity of service offerings (61%)** and rising **insurance premiums (57%)** continue to squeeze margins, creating an operational bottleneck.

The administrative burden intensifies further when dealing with **increased regulatory requirements (51%)**. When combined with a chronic **shortage of quality drivers and technicians (53%)** and day-to-day **inefficiencies in scheduling and dispatching (43%)**, these overlapping challenges can quickly stall growth.

By identifying these specific hurdles, the 2026 pulse provides a clear roadmap for SMBs to trade daily chaos for a streamlined, professional, and resilient edge.

Strategic takeaway

For Irish fleets in 2026, the focus has shifted entirely toward precision cost avoidance. With nearly a third of the budget frequently tied up in driver salaries **(28%)** and more than a third consumed by fuel costs **(36%)**, the ability to shave even a fraction off these categories through tech-led routing and driver behavior monitoring is the difference between a struggling operation and a highly profitable one. In Ireland, turning what is traditionally a "sunk cost" into a measurable driver of bottom-line profit is now the definitive hallmark of a resilient fleet operation.

KEY TAKEAWAYS

THE TOP 10 CHALLENGES THAT FLEET MANAGERS FACE EVERYDAY

DAILY CHALLENGES

MEETING CUSTOMERS DEMANDS AND EXPECTATION	73%
FUEL	67%
DRIVER FATIGUE AND SAFETY	66%
COMPLIANCE	66%
COMPETITIVE PRESSURE	62%
INCREASED COMPLEXITY OF SERVICE OFFERING	61%
INSURANCE COSTS	57%
NOT ENOUGH QUALITY DRIVERS AND TECHNICIANS	53%
INCREASED REGULATORY REQUIREMENTS	51%
INEFFICIENCIES IN SCHEDULING/ DISPATCHING	43%

AI-powered route optimisation



AI-POWERED ROUTE OPTIMISATION GETS TANGIBLE RESULTS:

- 76% OF FLEETS IMPROVED ON-TIME DELIVERY RATES
- 72% OF FLEETS IMPROVED THEIR LAST-MILE OPERATIONS
- 56% OF FLEETS REDUCED THEIR FUEL COSTS
- 49% OF FLEETS REDUCED THEIR CO₂ EMISSIONS

Photo: Dublin, Ireland

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

The last mile revolution: AI-driven orchestration in Ireland

In the 2026 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 Irish traffic congestion, roadworks, and precise delivery windows, AI effectively neutralises the unbillable latency that traditional routing often overlooks.

For companies 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, 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 Irish operational spectrum, moving the needle on reliability, fiscal health, and sustainability:

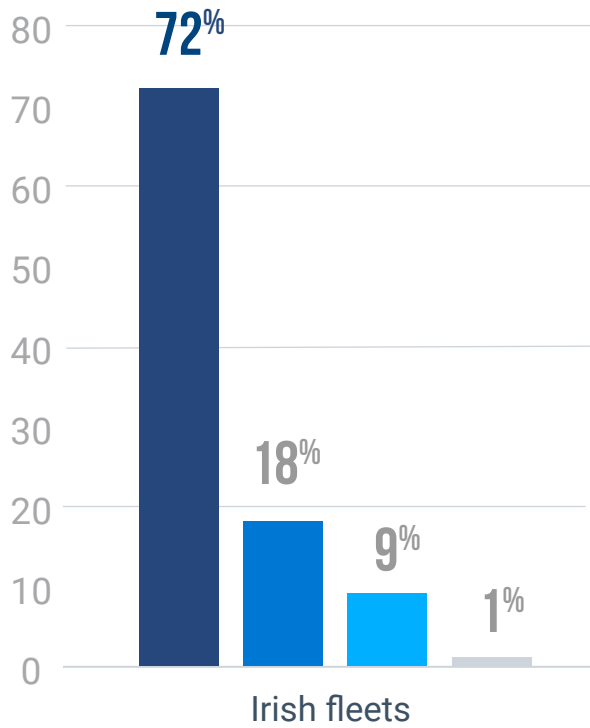
- **Precision reliability: 76% of fleets** reported a direct improvement in on-time delivery rates. In the "just-in-time" Irish supply chain, this reliability has become the gold standard for maintaining contract service level agreements (SLAs).
- **Operational velocity:** the efficiency gains are tangible, with **72% of operators** confirming that AI-powered optimisation successfully reduces last-mile delivery times.
- **The green corridor & ESG:** AI is a key driver for environmental goals. **49% of fleets** report a measurable reduction in CO₂ emissions, with an additional **27%** expecting improvements shortly as their AI integration matures.
- **Fiscal resilience:** over half of the **Irish market (56%)** has successfully used AI to reduce fuel costs, providing a vital defence against domestic energy price volatility.
- **Customer experience: 63% of Irish 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:**

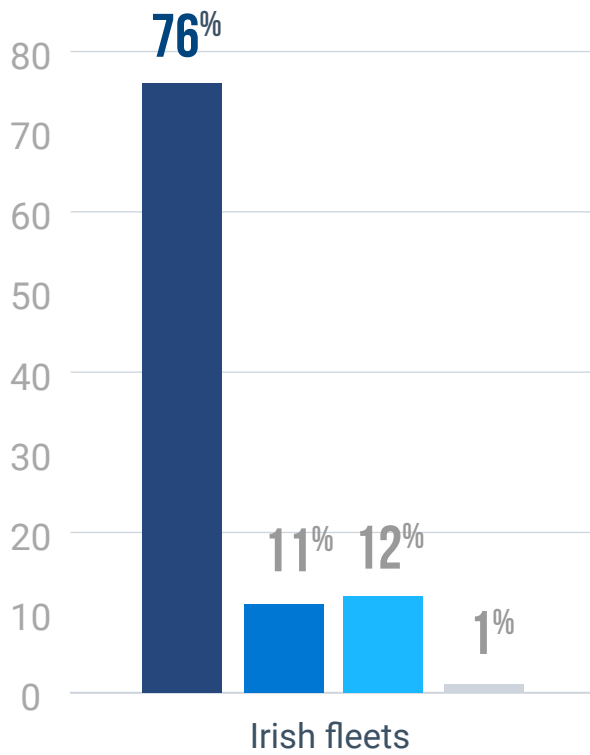
Reduce last-mile delivery time

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



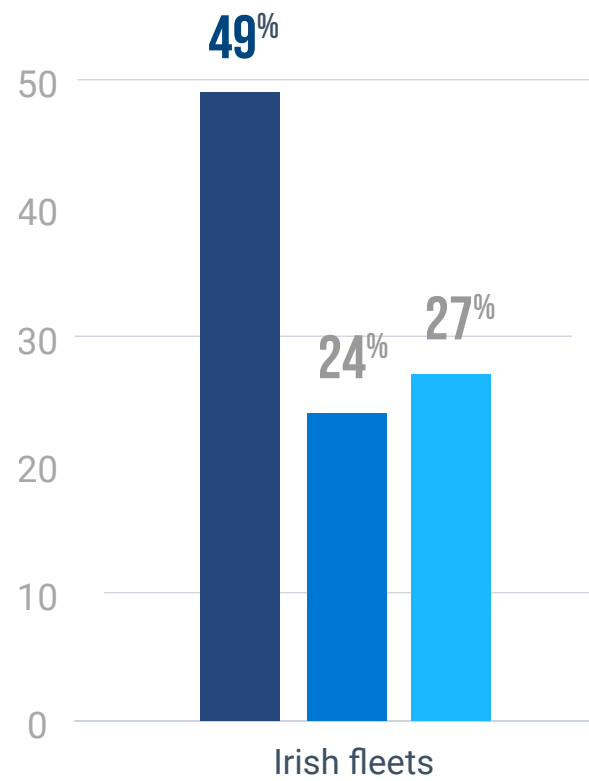
Improve on-time delivery rates

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



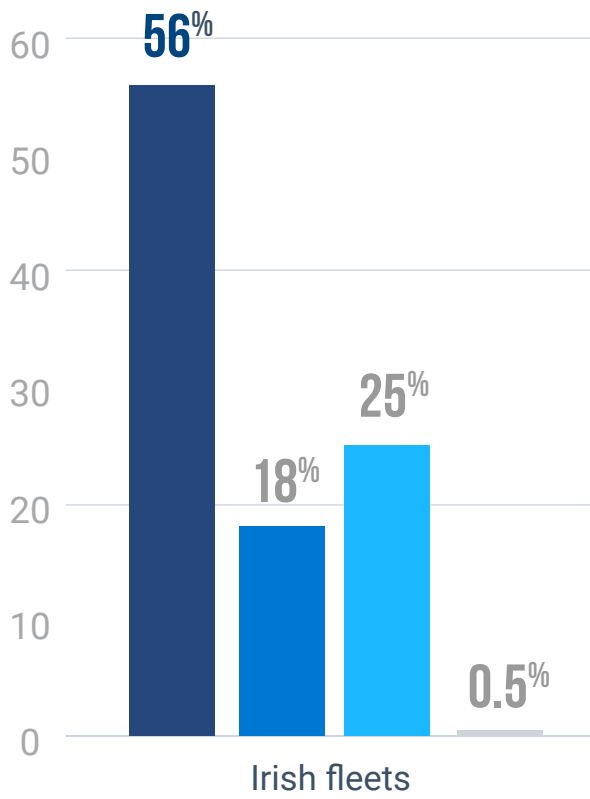
Reduce CO₂ emissions

Does AI-powered route optimisation reduce CO₂ emissions?



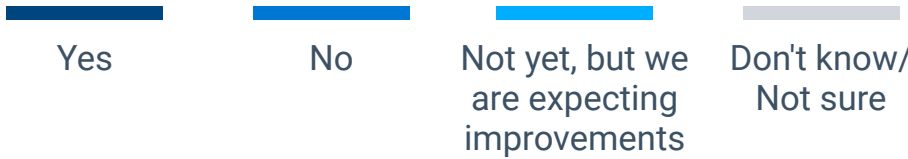
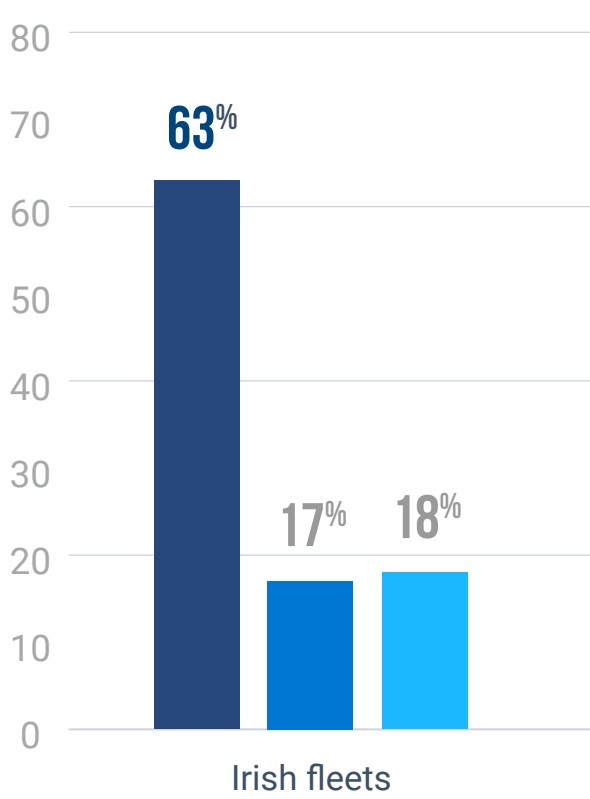
Reduce fuel costs

Does AI-powered route optimisation reduce fuel costs?



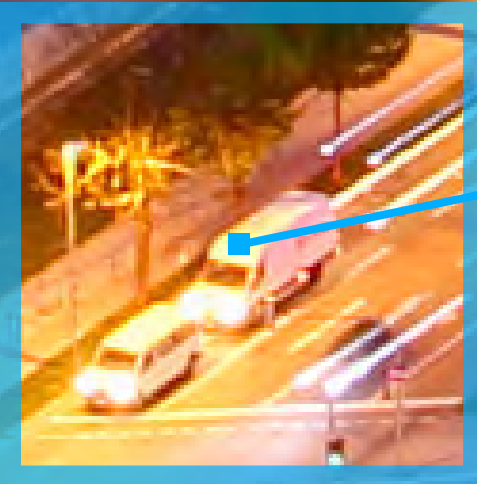
Improved customer experience

Does AI-powered route optimisation improve your customer experience?



Fleet intelligence in action

GOALS ACHIEVED BY USING ADVANCED FLEET MANAGEMENT SOLUTIONS:



- 69% OF FLEETS IMPROVED PRODUCTIVITY
- 60% DECREASED FUEL CONSUMPTION
- 60% IMPROVED COMPLIANCE
- 55% IMPROVED CUSTOMER SERVICE

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 202 fleet managers, executives, and mobile-business professionals in Ireland. The findings highlight the definitive operational value and fiscal resilience that Irish 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 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. This year, we're celebrating 25 years of innovation.

Learn more at geotab.com/ie/ and follow us on [LinkedIn](#) or visit [Geotab News and Views](#).

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- (2)https://energy.ec.europa.eu/data-and-analysis/weekly-oil-bulletin_en
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Photo: HQ, Oakville, Canada

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