GEOTAB | SUCCESS STORIES

Moove Cars optimises its fleet with Geotab technology, saving over £3,000,000 per year

Introduction

Moove Cars, a leading fleet management company and global partner, holds the highest number of Private Hire Vehicle (VTC) licenses in Spain, establishing itself as a key player in the urban mobility sector. With operations in 13 cities across Spain, France, and the Netherlands, Moove Cars manages an extensive fleet of over 4,000 vehicles. In its continuous pursuit of operational excellence and efficiency, Moove Cars decided to integrate Geotab technology in October 2023. This strategic decision has been a turning point in fleet management, enabling the company not only to optimise its resources, but also to significantly help reduce operating costs and minimise its carbon footprint.

Challenges

In the Private Hire Vehicle (VTC) and urban mobility sector, Moove Cars faced several challenges in managing its fleet. The company needed a comprehensive solution that would allow it to geolocate each vehicle in near real-time and accurately monitor its movements. Additionally, it was crucial to precisely measure fuel consumption to identify areas for improvement and optimise costs.

Moove Cars had also set out to incorporate electric vehicles into its fleet, which required a solution to efficiently manage vehicle charging, plan routes based on range and the availability of charging points.

Driver and passenger safety was another key priority. Moove Cars was looking for a tool that would allow it to monitor driving behaviours, identify risk patterns, and promote safer driving.

Fleet profile

Company:

Moove Cars

Industry:

Private Hire Vehicle (VTC)

Based in:

Spain

Type of vehicle:

Private Hire Vehicle (VTC)

Fleet size:

4,000

Another key aspect was the proactive optimisation of its vehicles, requiring a solution that could help prevent breakdowns, reduce downtime, and extend the lifespan of its fleet.

Aware of the importance of sustainability, Moove Cars aimed to minimise the environmental impact of its operations. Reducing CO_2 emissions was a top priority.

Finally, the solution needed to be scalable, capable of adapting to the company's continuous growth, and integrating with its existing systems.

Solution

Moove Cars began optimising its fleet management with **Geotab's GO device**, an advanced tool that collects key data on vehicle performance, driving behaviour, and other essential indicators. This data is displayed on the **MyGeotab** platform, which centralises all fleet information in one place, providing managers with a comprehensive view for strategic decision-making.

Building on this technological foundation, Moove Cars decided to implement the **Keyless** system, an innovative keyless access solution that allows drivers to unlock vehicles using their mobile phones. This implementation eliminated the need for physical keys, simplifying access management and streamlining daily operations.

With these solutions, Moove Cars has significantly improved operational efficiency and enhanced the experience for both fleet managers and drivers.

Results

The implementation of Geotab technology has had a significant impact on Moove Cars' operations:

Benefits for Moove Cars and the environment:

A 30.79% improvement in fuel consumption and CO_2 emissions, meaning:

↓ 30,79%

The equivalent amount of CO_2 emissions 10 million trees would absorb over 10 years.

An estimated annual cost savings of more than £3,000,000.

Optimisation

↓ £27,000

Predictive maintenance: Estimated annual savings of more than £27,000 in maintenance costs.

Efficiency

Geotab Keyless Solution: Optimisation of vehicle key management and elimination of wait times, improving operational efficiency and productivity.

Safety

Driving Behaviour Monitoring: Enhanced road safety by addressing risky behaviours such as speeding and harsh braking. This reduces vehicle wear and extends vehicle lifespan.

"We chose Geotab because of their customer-centric approach, adapting products to their specific needs. This was key for us, as offering an innovative urban transport service required a flexible tool that could be adjusted to our business."

– Carlos García, Corporate Director & CFO at Moove Cars Group

Discover how fleet management technology can improve your business:
Visit **www.geotab.com/uk**
or email **infouki@geotab.com**

GEOTAB

© 2025 Geotab Inc. All rights reserved. Geotab, Geotab GO and the Geotab logo are registered trademarks of Geotab Inc. All other logos and trademarks are the property of their respective copyright owners.