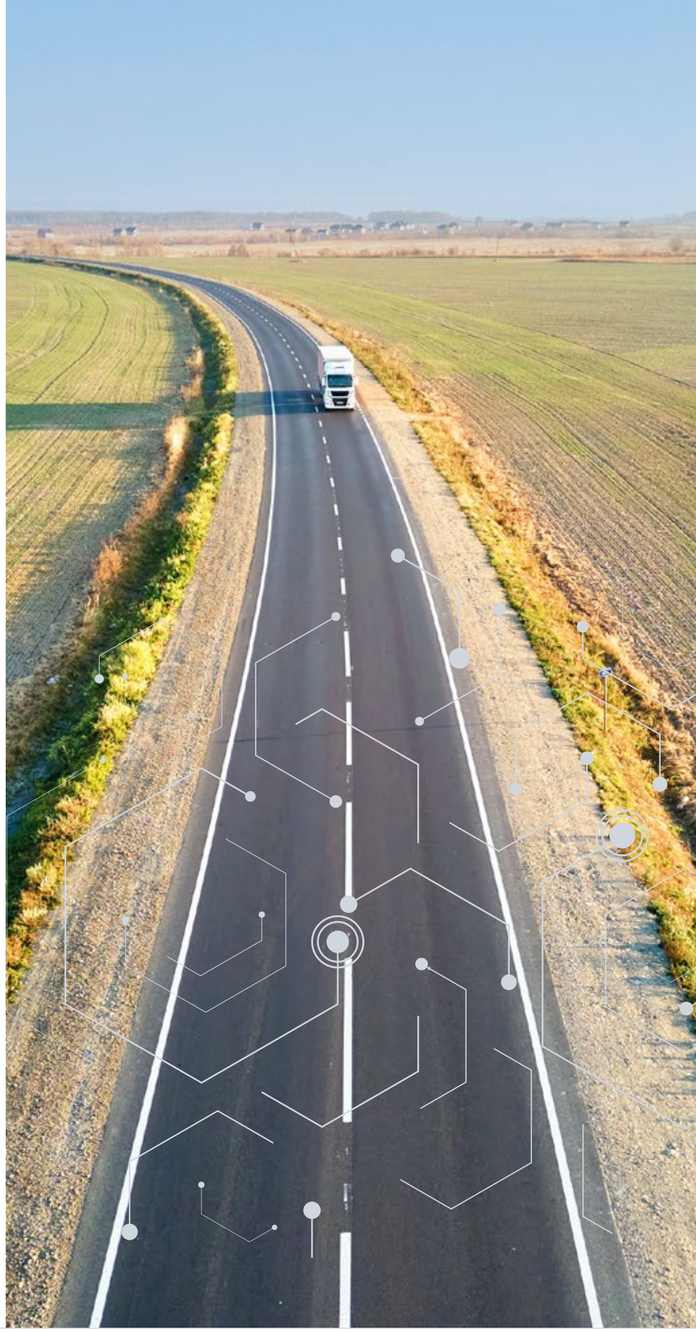
GEOTAB

# Navigating the crossroads of resilience and reinvention

2026 State of Commercial Transportation Report

# Contents





FOREWORD

# A 25th anniversary retrospective

As Geotab's Vice President of Data and Analytics, I am pleased to introduce our latest edition of our State of Commercial Transportation Report. This year is particularly significant as we celebrate our 25th anniversary—a milestone marked by the immense scale and velocity of the network we have built together:

- **Subscriptions**: From 2 million in early 2020 and 4 million in 2023 to over 5.8 million in 2025.
- **Data scale**: Over 100 billion data points processed daily.
- **Global reach**: Serving 100,000+ customers across more than 160 countries.
- **Innovation**: $200 million USD (roughly £151.1 million) annual R&D investment and 630 global patents.
- **Ecosystem**: 700+ integration partners within the Geotab Marketplace.
- **Recognition**: Ranked the world's number one commercial telematics vendor for four consecutive years by ABI Research, and named the 2025 North American Company of the Year in Commercial Vehicle Fleet Management by Frost & Sullivan.

These data points are the foundation of the intelligence we leverage every day to achieve our core mission.

Today, that mission is being tested by an industry undergoing profound change. Over the past year, the movement of goods has been shaped by economic volatility and the growing regionalisation of trade. Fleets are facing intense internal pressures: ageing vehicles and delayed investments are increasing maintenance needs, while more expensive repairs are driving up insurance and operational costs.

This report highlights the defining patterns of 2025 and their implications for the year ahead. We see a sector adapting, where efficiency and resilience are the primary tools for navigating this landscape. The following pages explore defining trends, including the **'pandemic echo'**in vehicle lifecycles and the costly culture of **underutilisation**. We also examine the shift towards predictive safety, where modelling now isolates high-risk precursors before they impact operations. Furthermore, we analyse the **global electrification divergence** between regional leaders and slower-adopting markets, and the **AI pivot**, which is shifting fleet management into conversational partnerships that solve complex problems in real-time.

For 25 years, Geotab has helped fleets navigate disruption. Today, our platform offers unmatched insight, proving that in a world of constant change, trusted data is the ultimate catalyst for a more resilient future.

**Mike Branch**

*Vice President, Data & Analytics, Geotab*

# Introduction

The 2026 State of Commercial Transportation Report provides a comprehensive overview of the trends in the commercial transportation industry from 2024 and 2025.

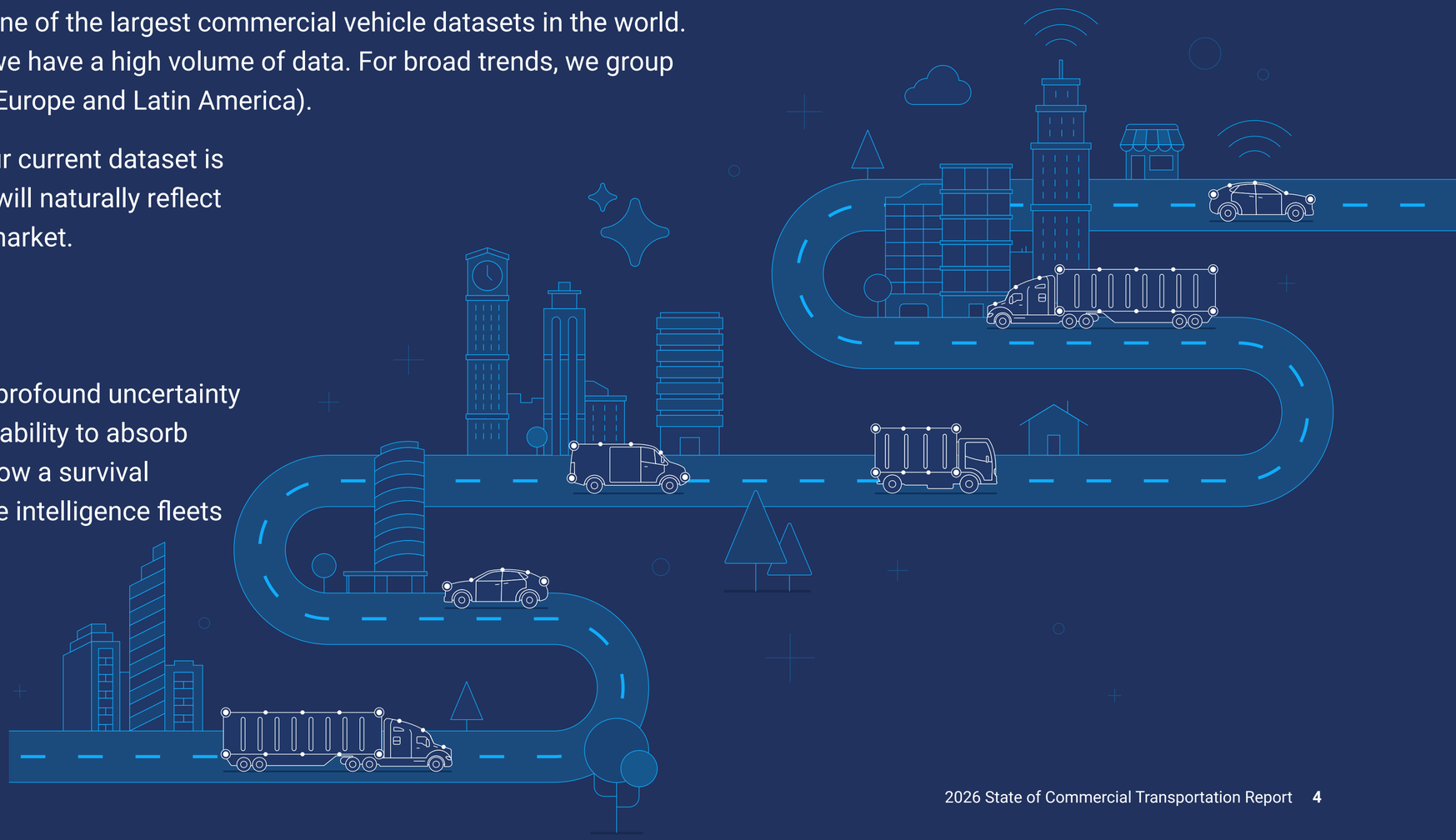
**Methodology and scope**

The insights in this document are drawn from one of the largest commercial vehicle datasets in the world. We provide country-specific deep dives where we have a high volume of data. For broad trends, we group information by region (such as North America, Europe and Latin America).

Note on data scope: Because the majority of our current dataset is centred in North America, global macro trends will naturally reflect the patterns and performance of that specific market.

**A shift in mindset**

The industry is currently navigating a period of profound uncertainty that demands a new approach. Resilience—the ability to absorb market shocks without losing momentum—is now a survival strategy. The following data findings provide the intelligence fleets need to pivot with precision.

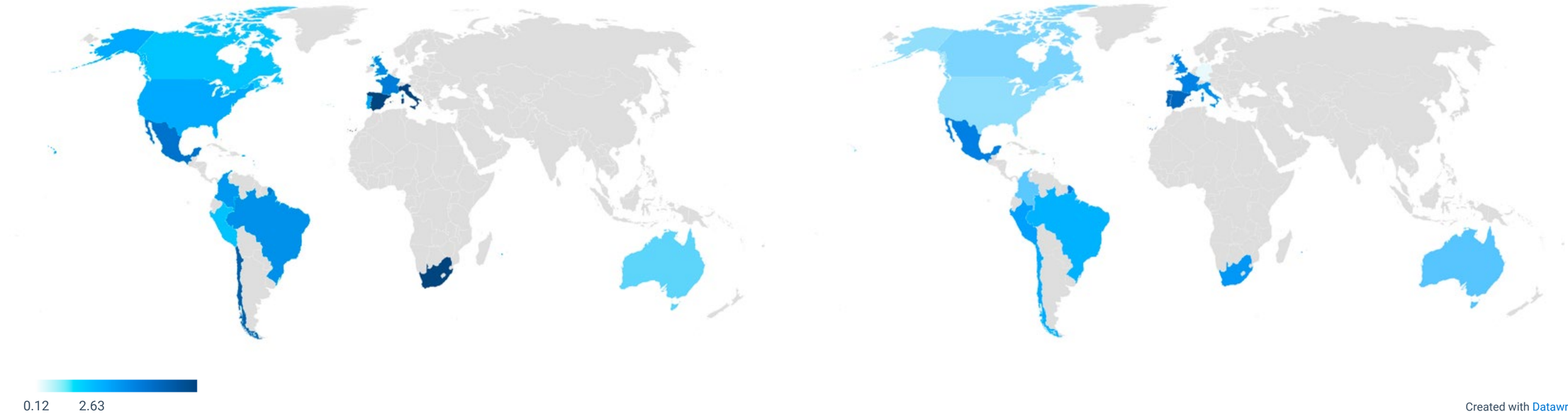


# Mapping the global safety landscape

## Long-term retrospective (2021-2025)

**How has risk evolved in the fleet industry?** To answer this, we analysed a five-year retrospective of a stable fleet population—a longitudinal group that has remained active Geotab customers throughout this period. This broader view captures the sustained reduction in collision risk across our platform since 2021.[1]

**Heatmap of collisions per million miles, 2021 (left) vs. 2025 (right). Areas with darker colours have a higher collision rate.**

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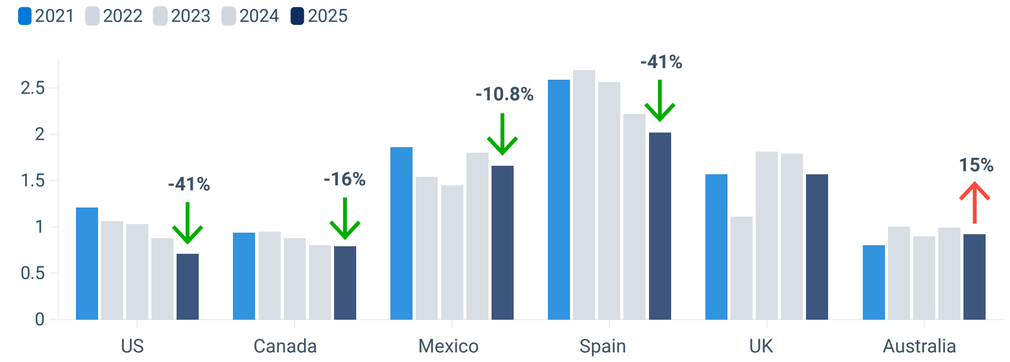
1 Because this tracks the specialised journey of a distinct long-term subset, these figures will naturally differ from the 2024–2025 charts that follow.

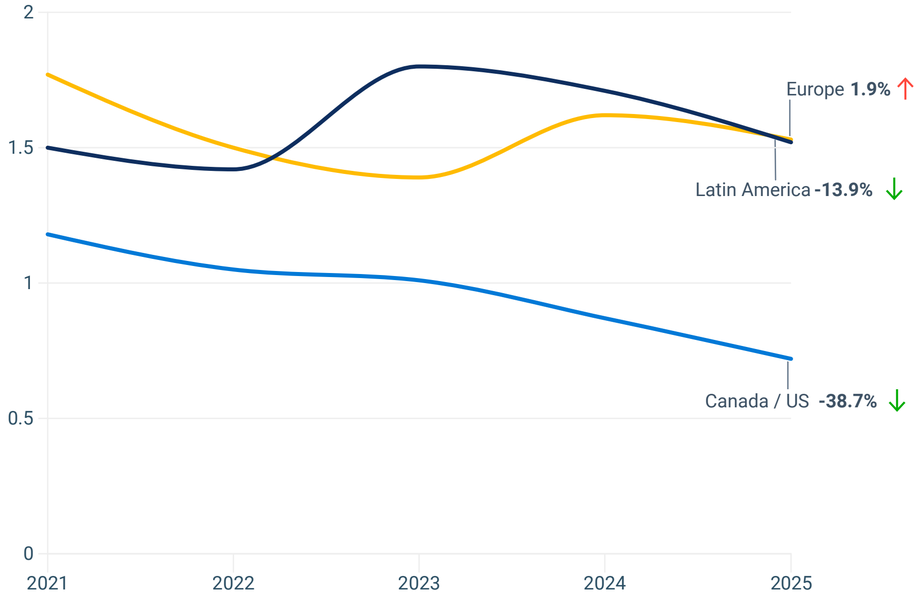
We have seen massive reductions in risk across our largest regions.

- **North America** (Canada, US): Collisions per million miles (CPMM) dropped by 38.7% (led by a 41.3% decrease in the US).
- **Latin America**: Had the highest collision rate (1.77 CPMM) in 2021, but achieved a substantial 13.9% reduction overall.
- **Europe**: Europe was the most volatile region, seeing a spike in 2023 before ending with a slight 1.9% increase from 2021.
- **Australia**: A 15.0% increase in the collision rate in Australia over the past five years serves as a critical reminder that safety is an active, ongoing battle.

**Five-year analysis of the trend in collisions per million miles (2021–2025, by country)**




**Five-year analysis of collisions per million miles (2021–2025, by region[2])**



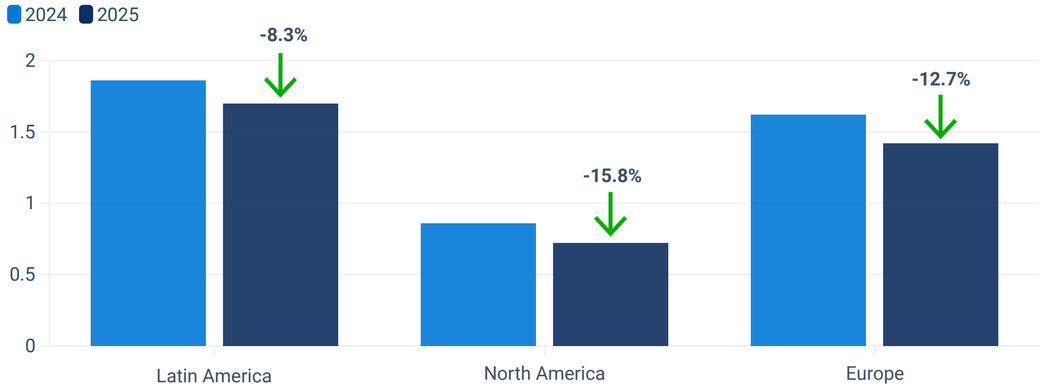

2 Europe: France, Germany, Italy, Portugal, Spain, UK; Latin America (LATAM): Mexico, Brazil, Peru, Colombia, Chile

# Current global landscape (2024-2025)

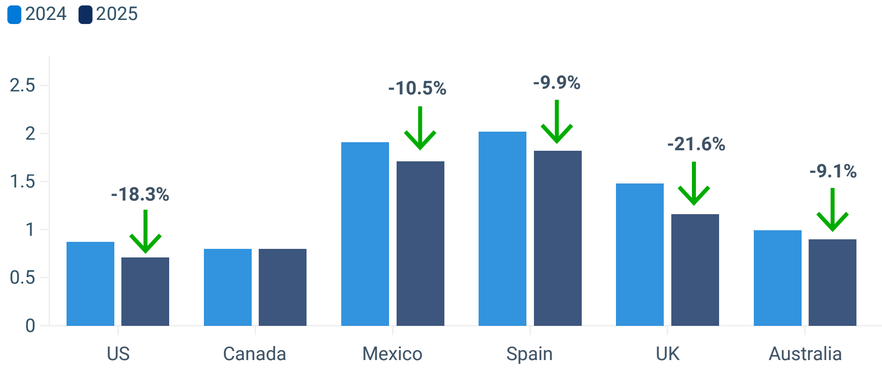
While the five-year analysis above captures the evolution of a dedicated group, the following two-year view reflects our full, current global landscape. Here, the story is unequivocally positive: between 2024 and 2025, all measured regions reported a decrease in collision rates.

- **North America** (Canada, US): Currently the safest region analysed, driven primarily by an 18.4% reduction in the US, which helped offset stagnant performance in Canada.
- **Latin America** (Mexico, Brazil, Chile, Colombia, Peru): While the baseline risk remains higher (1.70 CPMM), the region achieved a respectable 8.3% improvement year-over-year.
- **Europe** (UK, France, Germany, Italy, Portugal, Spain): This region achieved a substantial improvement of 12.7%, anchored by the UK's standout performance, where collision rates were slashed by 21.6%.

**Two-year analysis of collisions per million miles (2024–2025, by region)**




**Two-year analysis of collisions per million miles[3] (2024–2025, by country)**




3 Data represents all active vehicles over 2024–2025.

# The financial cost of risk

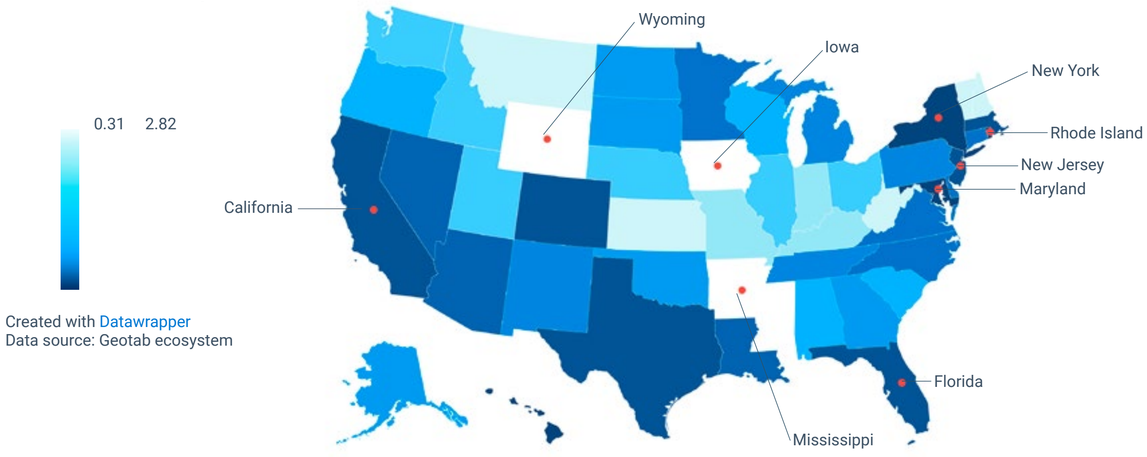
In an era of economic uncertainty, risk mitigation serves as a defensive line for fleet resilience. Although insurance costs are influenced by complex factors, from severe weather to local litigation norms, data confirms a general alignment: higher-risk states pay more.

## Case study: Insurance premiums vs. collision rates

Comparing Geotab collision data against average premiums reveals the correlation. New Jersey ranks as the most expensive state for premiums and has the sixth-highest collision rate among our US fleet customers. Similarly, New York ranks second in collision risk and fourth in premiums.

The data confirms that geography sets the difficulty level: operating in New York guarantees a higher insurance premium than operating in Iowa. However, while where you drive dictates the baseline risk, *how* you drive dictates the operational outcome. You can't always choose your territory, but you can control your response.

**US state collision map 2025**




Created with Datawrapper
Data source: Geotab ecosystem

● Locations with strong correlation between collision rates (per million miles) and average insurance premiums

**States with the highest and lowest average local insurance premiums (2025)**

| Rank | State | Average local premium rate (USD) | Collision rate (per million miles, 2025) |
|---|---|---|---|
| • 1 | **New Jersey** | $20,763 | 0.9 |
| 2 | Louisiana | $19,736 | 0.8 |
| 3 | Delaware | $17,351 | 0.8 |
| • 4 | **New York** | $16,949 | 1.0 |
| 5 | Connecticut | $16,946 | 0.7 |
| 6 | Georgia | $15,200 | 0.6 |
| • 7 | **Rhode Island** | $14,046 | 1.0 |
| • 8 | **Florida** | $12,872 | 0.9 |
| • 9 | **California** | $11,834 | 0.9 |
| 10 | West Virginia | $11,687 | 0.4 |
| - | - | - | - |
| • 12 | **Maryland** | $11,112 | 1.0 |
| - | - | - | - |
| • 47 | **Iowa** | $5,615 | 0.4 |
| - | - | - | - |
| • 49 | **Wyoming** | $4,927 | 0.4 |
| • 50 | **Mississippi** | $3,552 | 0.4 |

Locations **in bold** have strong correlation between collision rates (per million miles) and average insurance premiums. Data source: cover wallet

# Managing the ‘controllable’ variables

True resilience lies in shifting focus from external threats to the single most controllable variable: driver behaviour. To do this, fleets must identify which harsh events are direct precursors to a crash.

## Speeding as a collision precursor

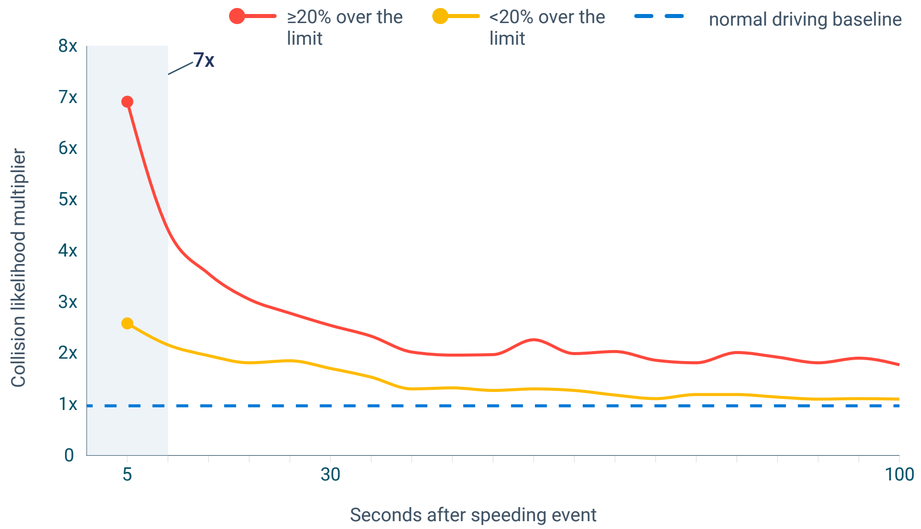
Analysis shows that speeding is present in 22.2% of all collisions. Furthermore, the severity of the speeding matters. When a driver performs severe speeding[4] (20% over the limit for more than 10% of the trip), they enter a high-risk window:

- **The red zone (first five seconds):** If a driver has been speeding excessively, they are seven times more likely to crash in the first five seconds of that event than during normal driving. Even minor speeding makes a collision two to three times more likely.
- **The 30-second cool-down**: As time passes, the risk begins to diminish, but it doesn’t vanish instantly.
- **The 100-second reset**: It takes roughly a minute and a half for risk to return to baseline after the speeding event ends.

**Are drivers ready for in-cab technologies?**

87% of professional drivers are ready to embrace in-cab technology like AI coaching. It is viewed as a tool that can enhance driver safety and security.

**Collision probability throughout the lifecycle of a speeding event**




**Strategic implication**: When risk spikes and vanishes in a five-second window, post-event reporting is too late. Resilience requires an instantaneous response through in-cab coaching.

Furthermore, while real-time in-cab coaching mitigates the immediate crisis, true reinvention lies in solving the ‘why’. By moving from reactive alerts to predictive coaching, managers can shift from ‘policing seconds’ to solving systemic issues before the high-risk window ever opens.

4 Severe Speeding: Speeding events where the vehicle exceeded the posted speed limit by more than 20% for at least 10% of the event’s duration or distance; Minor Speeding: Speeding events that do not meet the criteria for Severe Speeding.

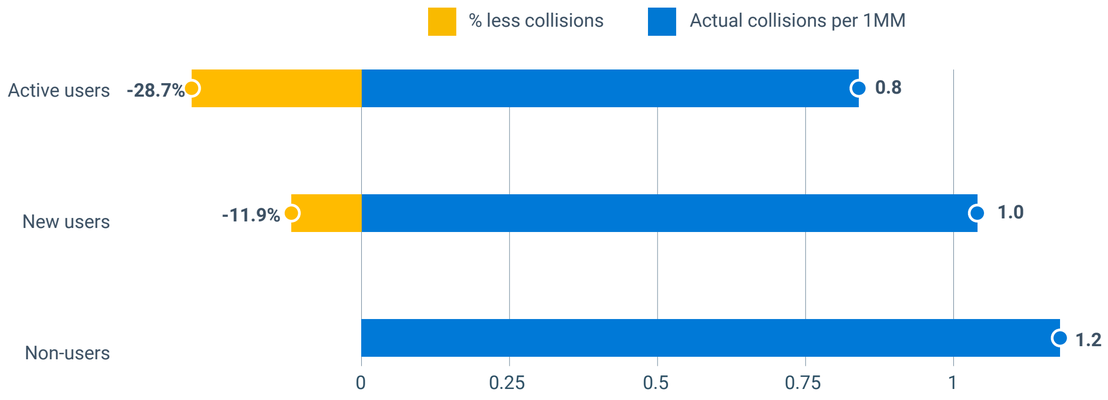
# The dose-response effect of safety tools

Identifying the risk is only the first step; engaging with it is what changes outcomes. Our data confirms a direct ‘dose-response’ effect between tool usage and safety.

Active users of the Geotab Safety Centre’s Collision Risk tool—which leverages machine learning to present asset and driver-level risk—experienced 28.7% fewer collisions than non-users. Even new users, who had only recently adopted the tool, saw an immediate 11.9% lower collision rate. This proves that simply making risk visible is a powerful catalyst for reduction.

**The ‘dose-response’ effect: Active users of the Collision Risk page experience 28.7% fewer collisions.**

**Collision Risk page usage and outcome (actual collision rate per million miles)**




# The role of positive reinforcement in retention

Today's economic challenges have temporarily overshadowed a more permanent problem: the chronic shortage of drivers. Moving forward, labour may be a bottleneck in the industry's capacity to grow.

In a tight labour market, a culture that values driver safety and demonstrates a commitment to well-being can support retention. According to a Geotab survey, the vast majority (95%) of Europe's commercial vehicle drivers say that the risk of accidents has increased over the last five years, citing 'other drivers on mobile phones' (42%), 'poor driving by others' (37%) and 'others driving too fast' (36%) as key stressors that make driving more dangerous.

While robust safety features mitigate risk, the underlying nature of that risk remains fundamentally human behaviour. Driver actions—irrespective of vehicle safety technology or the external environment—are responsible for an estimated 60% of all motor fatalities.

The key to changing behaviour lies in replacing enforcement with positive reinforcement. When safety initiatives are personalised and anchored in recognition rather than criticism, they create a long-lasting impact.

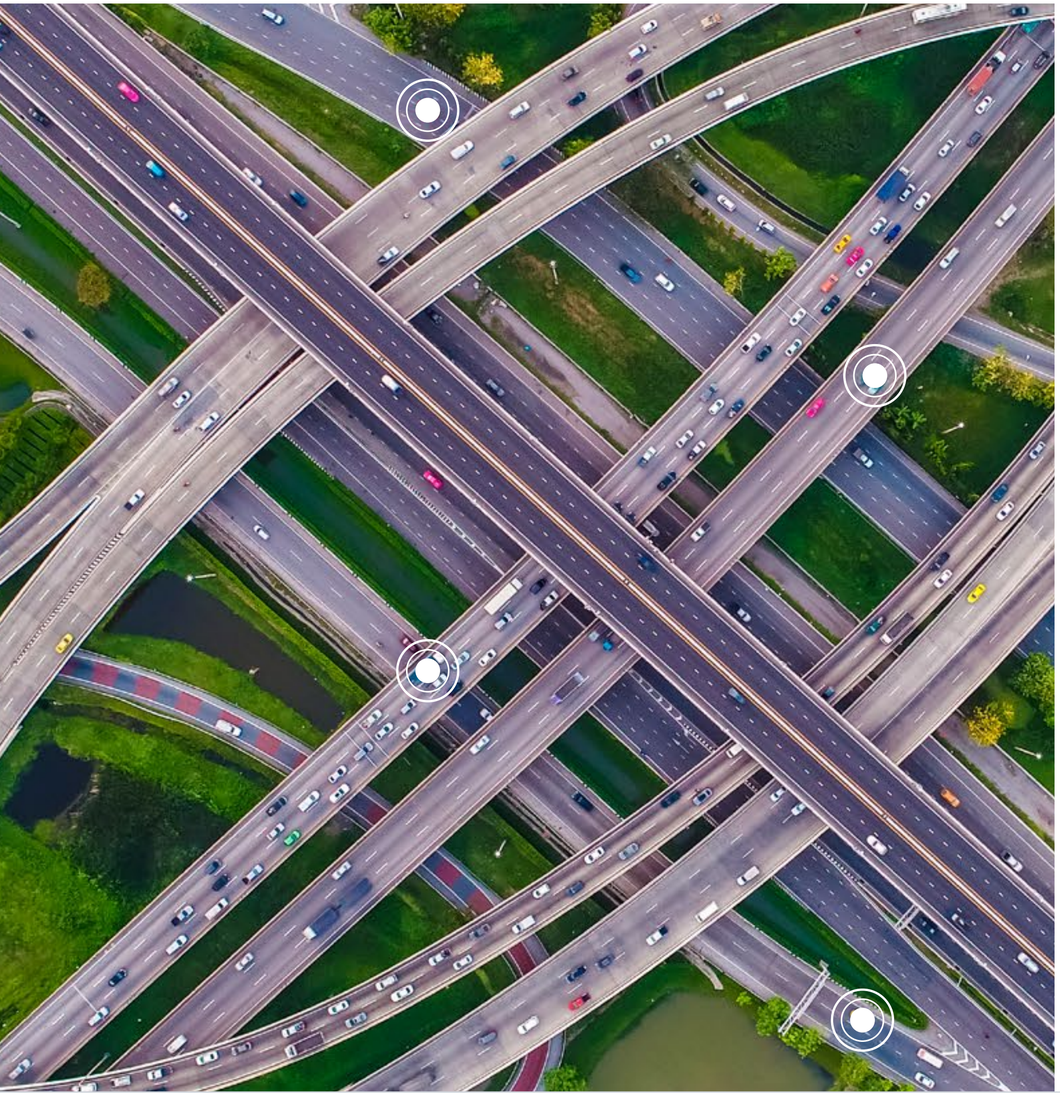
Geotab Vitality, a behaviour-based incentive programme, operationalises this by rewarding safer habits—such as smoother cornering, more gradual acceleration and gentler braking—rather than just punishing errors.

A robust safety programme is the clearest way to demonstrate commitment to driver well-being, ensuring they get home safely. Our analysis confirms the direct, measurable return on investment (ROI) for these efforts, showing a clear correlation between Geotab safety product usage and safety outcomes.

**A success story: The power of positive reinforcement**

Richards Building Supply, an Illinois-based company operating in 14 states with a fleet of over 300 vehicles, achieved a remarkable 41% improvement[5] in overall driving behaviour during a 90-day pilot with Geotab Vitality. This translates into an estimated, $28,000 (£21,100) in avoided collision costs, a $75,000 (£56,600) reduction in fuel spend, and crucially, an 11.2% reduction in annual driver turnover (from 25.5% to 14.3%), generating 92,000 USD (around £69,500) in retention-related cost savings. The total savings equated to a 443% ROI, proving that safe drivers are also loyal and efficient.

5 Based on Geotab Vitality research, placing the cost of hiring and onboarding individuals with new commercial driver's licences (CDL) at approximately $8,200 (£6,200) each. Turnover impact was derived by comparing pilot and non-pilot groups, isolating unavoidable churn, and annualising the impact attributed to Geotab Vitality.



# Regional threats: Telematics against violent crime

While positive reinforcement works globally, some regions face external threats that require a different defensive posture. The escalation of cargo theft is a challenge for supply chains worldwide. In Latin America and South America, hijacking of trucks is on the rise, involving tactics such as fake checkpoints and altered bills of lading.

The data confirms that the risk in this region is not just about loss of property, but immediate physical danger. Mexico now accounts for 75% of North America's cargo thefts, with 82% of these incidents involving violence.

In these high-risk environments, telematics provides the 'active cover' drivers need. By deploying proactive assets—such as AirFinder Everywhere and ELA Innovation sensors—fleets create a safety net of near real-time visibility. Intelligent geofencing ensures that if a vehicle deviates from a safe corridor or enters a high-risk zone, operational support can be triggered immediately. Furthermore, data-driven planning keeps drivers away from known crime hotspots, preventing dangerous encounters before they occur.

In a market facing a severe labour shortage, investing in this level of visibility does not just protect the cargo; it proves to the driver that their safety is a non-negotiable priority.

# From reactive to predictive: The AI-powered fleet

These trends underscore the critical need for AI-driven resilience to turn operational challenges into competitive advantages. Ultimately, the fleets that prioritise efficiency as their core strategy will be the best positioned to thrive in the next decade. Resilience requires foresight. While telematics acts as the nervous system, capturing the raw reality of the road, artificial intelligence serves as the brain, translating billions of data points into actionable predictions. This shifts operations from reactive damage control to proactive strategy.
By anticipating mechanical failures and safety risks before they manifest, AI provides the essential layer of operational resilience: the ability to stop disruption before it starts.

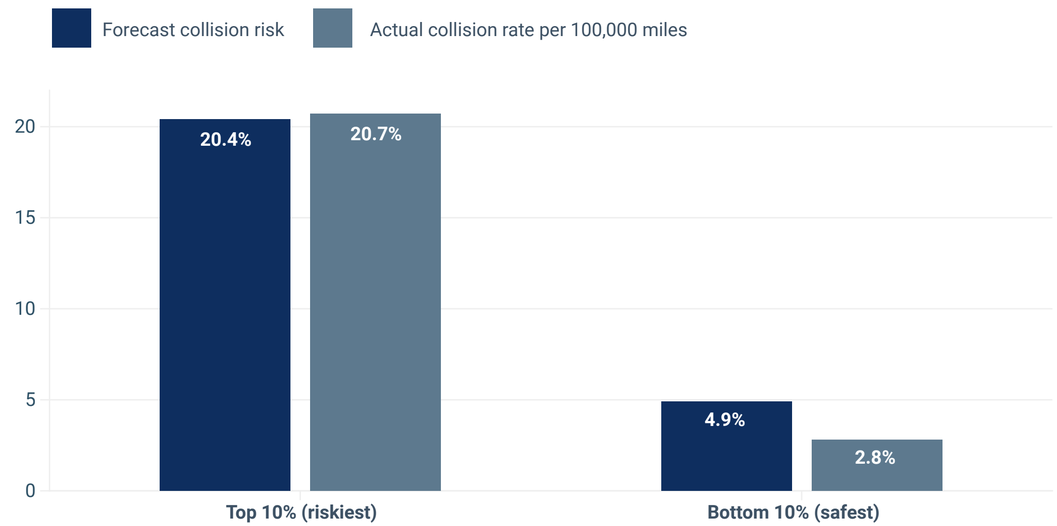
# Proactive safety via collision risk models

Fleet safety is a combination of driver behaviour and trip-specific context. While many systems stagnate by focusing on historical events, Geotab's **Collision Risk Model** leverages high-velocity machine learning to synthesise behaviour with environmental context. This allows fleets to gain a powerful new lens to detect danger early and intervene proactively.

## Identifying the high-risk minority

Our Collision Risk model reveals that fleet risk is highly concentrated: the riskiest 10% of drivers are responsible for one in every five collisions (20.7%). The high-risk group is defined as the top 10% of drivers with the highest average Predicted Collision Risk (PCR) scores in Q1 2025; lower risk: the bottom 10%. On the road, these high-risk drivers are 7.4x more likely to crash than the safest drivers.

**Comparing predicted and actual collisions by risk group**




**Strategic Implication**: For fleet leaders, this is the key to simplified safety management and maximised ROI.

- **Focus & prioritise**: Start managing by exception. Focus on the top 10% of high-risk drivers. Their collision risk is a critical indicator that must be acted upon.
- **Reward & retain excellence**: The bottom 10% are your benchmark for excellence. Make sure your best drivers are rewarded and, most importantly, retained, because our positive reinforcement study shows that motivated drivers see a 15x improvement in behaviour and can result in a 24% reduction in collision frequency.

## Area-based risk and contextual intelligence

Telematics provide real-time alerts for potential failures, such as an active check engine light or low battery voltage, allowing for proactive intervention before minor issues escalate into major, costly breakdowns.

Collision risk is often a systemic property of the environment rather than just driver behaviour. Geotab's Area-based Risk model maps these geographical profiles by ingesting vehicle data, traffic, weather, and even sun glare.

The model's validity is grounded in real-world outcomes. When compared to insurance claims data across 200 cities, our predictive model showed a 60% similarity in the top 10 riskiest US cities (including Boston, Washington DC, and LA), despite using a completely different methodology.

For fleets, area-based insights are transformative, enabling:

- **Smarter planning**: Dynamic route planning to avoid known hotspots during peak hours.
- **Fair assessment**: Normalising geographical pressure to fairly assess and reward drivers.
- **Targeted training**: Location-specific instruction focused on the unique complexities of high-risk zones.

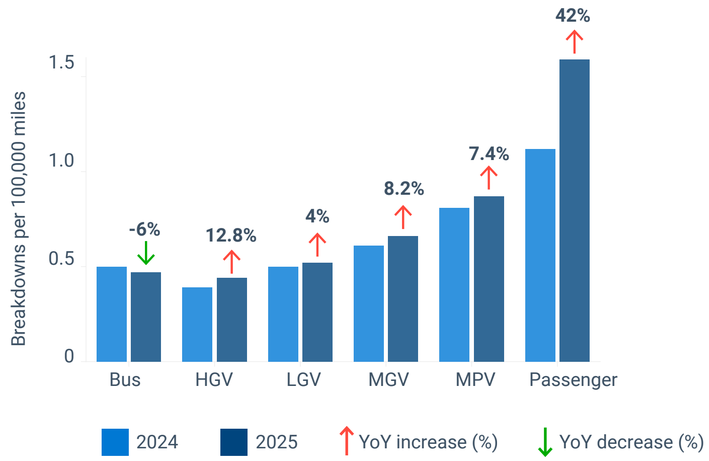
# Predictive maintenance

## Stabilising unplanned downtime costs

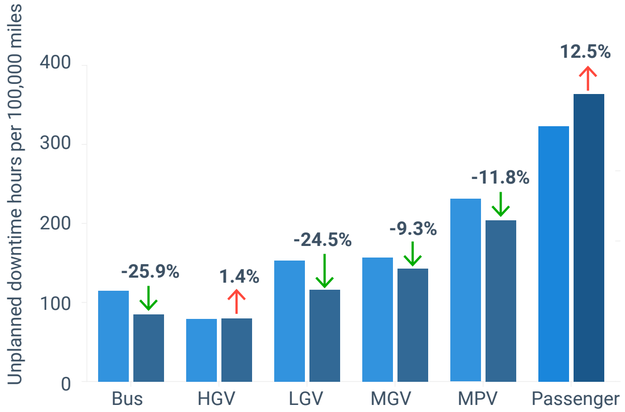
Geotab's predictive maintenance tools move fleets away from rigid schedules towards dynamic breakdown probabilities. The data reveals a divergence between breakdown frequency and operational recovery.

**Unplanned downtime by vehicle type per 100,000 miles (year-on-year change)**

**Breakdown events (2024-2025)**




**Unplanned downtime duration (hours, 2024-2025)**




HGV rankings reflect shop/tow data only and omit significant field-resolved maintenance.

While 'breakdowns'—defined by towing events—increased across five of the six vehicle classes, the majority of the fleet saw a corresponding decrease in total unplanned downtime. This indicates that shop operations are returning vehicles to service significantly faster than in 2024. Most notably, light-duty trucks (LGVs) and buses saw unplanned downtime reductions of 24.5% and 25.9% respectively, despite a rise in tow-event frequency for LGVs.

The **passenger** car is the primary outlier, showing a 42.0% surge in breakdown events and a 12.5% increase in unplanned downtime. Because these vehicles are easily towed, they represent the highest volume of detected incidents; however, they are the only category where both frequency and repair duration are worsening.

**Buses** remained the top performer, achieving a 'dual-win' by reducing tow-based breakdowns by 6% and slashing unplanned downtime by 25.9%.

**Heavy goods vehicles (HGVs)** maintained nearly flat unplanned downtime despite a 12.8% rise in tow events, indicating more incidents that could not be resolved via field repair.

Fleets are seeking more intelligent, proactive ways to manage vehicle health and address rising costs and unplanned downtime. Geotab's new Breakdown Risk feature is designed to help stabilise these costs. By identifying high-risk fault codes before they escalate into roadside events, fleets can take proactive steps to reduce emergency towing and premium labour expenses.

# Generative AI: The rise of conversational partnerships

Generative AI assistants are transforming fleet management by functioning as a back-pocket data scientist. Since the launch of Geotab's generative AI tool in 2023 (now called Geotab Ace), the goal has been to democratise access to insights. This allows users to ask questions in natural language and receive answers that drive decisions.

## Geotab Ace and the evolution of user prompts

Analysis of Geotab Ace queries reveals how users are moving from simple discovery to complex conversational partnerships.  Currently, user focus is clearly on immediate operations:

- 65% on vehicle performance (fuel, EV range)
- 23% on safety (harsh braking, risk)
- 12% on asset management

But the most exciting trend is the shift in how people are interacting with Ace. We are seeing distinct phases of interaction:

1. **Discovery**: 'What can you do for me, Ace?'
2. **Operational Reporting: 'How many EVs are in my fleet?'**
3. **Strategic Analysis**: 'Which drivers had the most harsh braking events this week?'
4. **Conversational Partnership**: More people are asking follow-up questions to get closer to solutions for their unique, complex, human problems: 'Sort by driver', 'Include VIN'.

By converting complexity into instant insight, AI shifts data from an administrative burden to a decisive competitive advantage. If you don't know where to start, Ace can help. Take a look at these real-world questions people are asking:

| Areas of interest | Example prompts |
|---|---|
| **Lease lifecycle optimisation** | 'Can you identify vehicles suitable for mileage smoothing? Find vehicles used fewer than five times per month and identify those with higher utilisation (15 days+) that we could swap?' |
| **Geospatial query** | 'Were there any visits to LA Fitness in Cambridge yesterday?' |
| **Post-accident analysis** | '@XYZ, this lorry hit a deer today; can you show me its speed and position at the time of impact?' |
| **Automated rewards** | 'We are holding a prize draw today; please pick a random driver's name from anyone who was actively driving in the last 24 hours.' |
| **Efficiency modelling** | 'At what speed does my fleet achieve the best fuel economy?' |

**Responsible AI: Monitoring its carbon footprint**

As part of Geotab's commitment to Responsible AI, we monitor the environmental impact of our AI usage. As the industry develops more granular energy and emissions data for specific AI models and services, Geotab will continue to monitor internal AI usage metrics to establish increasingly accurate baselines and identify trends.

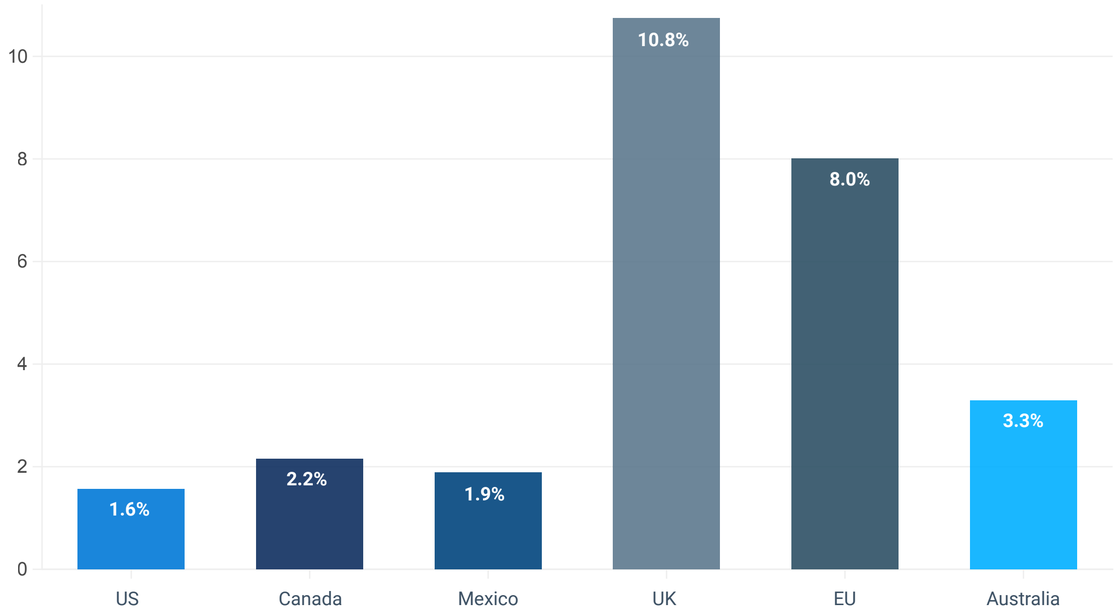
# Global electrification divergence and momentum

How much closer are we to a zero-emission fleet? The transition to electric vehicles (EVs) is no longer a uniform global race; it has diverged into distinct regional speeds of adoption. By analysing current penetration against multi-year momentum, we can categorise the global landscape by operational reality and future trajectory.

**Absolute Penetration:** Currently, electric vehicles represent 2.8% of Geotab-connected vehicles globally. With the majority of our devices residing in North America, this region currently dominates the absolute number of connected EVs.

However, breaking this down by region in the chart below, the UK is showing the greatest market maturity (10.8%), showcasing significant market penetration, followed by the European Union at 8.0%. Market share, however, is a lagging indicator. To see the future trajectory, we can look at the velocity of new adoption.

**EV maturity (% of EVs relative to all Geotab-subscribed vehicles in 2025, by country)**




# The four-year big picture vs. one-year close-ups

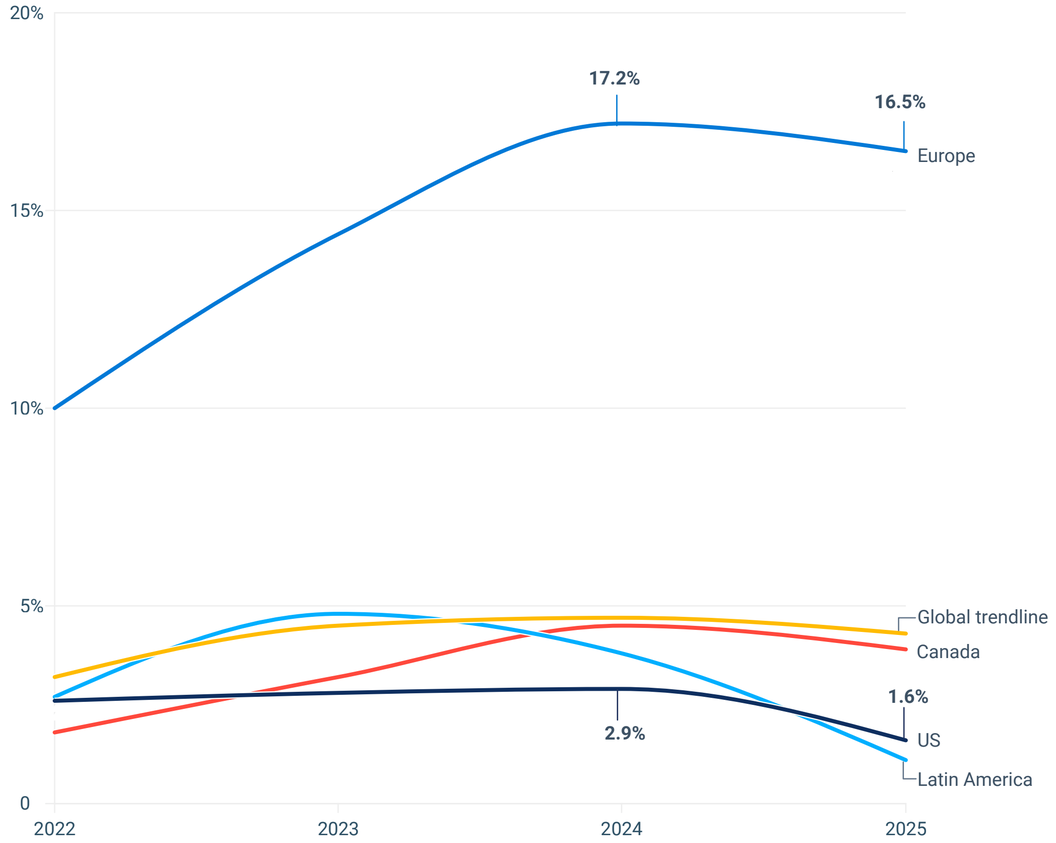
The true story of electrification lies in the rate of uptake, or momentum, which reveals distinct regional personas. The long-term snapshot tracks the overall penetration of EVs into the market, revealing which regions have successfully established electric vehicles as a 'new normal' in their fleets versus those experiencing temporary spikes. The year-on-year analysis captures the intensity and velocity of the transition, distinguishing between mature markets adding high volumes at a steady pace and emerging markets.

## Four-year snapshot (2022–2025): The EV share (%)

Looking at the **percentage of new activations** that are electric, several trends emerge beyond Europe's clear dominance.

- **Europe as the 'North Star'**: Europe has maintained double-digit EV activation shares every year since 2022, reaching a peak of 17.2% in 2024 before finishing 2025 at a commanding 16.5%. In other words, approximately one in every five vehicles added is electric.
- **The North American plateau**: Both the US and Canada are struggling to break the 5% ceiling. The US, in particular, saw its share of new activations drop from 2.9% to 1.6% in 2025. This means that for every one EV added, US-based fleets are adding nearly 60 new ICE vehicles. Almost every major region saw a peak in EV activation percentage in 2024, followed by a slight retraction in 2025.

**EV percentage of new activations over the last four years (2022–2025)**



# Year-on-year EV growth (2024–2025): Momentum vs. scale

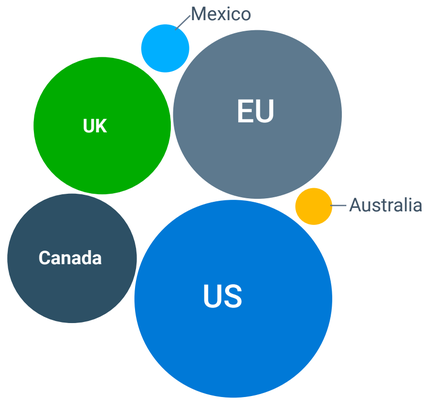
Looking at the following chart (Growth Number vs. Growth %), we see a clear distinction between market maturity (EU) and inertia (US):

- **The US 'volume without velocity'**: The US has the highest absolute number of new EVs added (the largest volume) due to Geotab's total coverage in that region, but the lowest growth rate (27.4%). This is a 'giant ship turning slowly'.
- **The EU 'double-powerhouse'**: As the only region with both high volume AND high percentage growth (146.2%), the EU is not just adding more units; it is *accelerating* the speed at which it adds them. While the US is adding volume linearly, the EU is adding it exponentially.
- **UK**: Outpacing North America in growth speed. It is successfully moving past the 'early adopter' phase into the mass market, with a 76.5% growth rate.
- **Australia**: This is a 'small base' story. Growing by 60% sounds significant, but in the first chart, it still rounds to near-zero of total activations. This indicates that while Australia is beginning to procure EVs, they have not yet made a significant impact on the total fleet population.

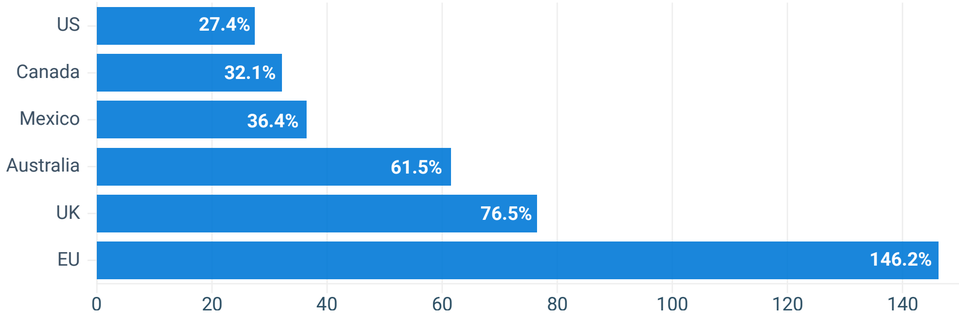
Crucially, this is not just a story of acquisition, but of utilisation. In the last year, Geotab-connected EVs travelled over 920 million miles—equivalent to ten trips from the Earth to the Sun. Despite this progress, electric mileage still represents only 2% of our global commercial mileage, highlighting a massive growth potential for efficiency gains.

**Brazil's flexible EV path** Brazil is pioneering ethanol-electric hybrids, merging sugarcane biofuel with electric motors. This near-term strategy provides immediate $CO_2$ reductions using existing infrastructure. As a pragmatic alternative to a difficult-to-deploy charging network, it serves as a bridge while Brazil continues to invest in long-term EV technology and infrastructure upgrades.

**Year-on-year EV growth, in numbers (2024–2025)**




**Year-on-year EV growth, by percentage (2024–2025)**



# Operational maturity: Trusting the battery

Buying an EV is only the start. Realising the full value of that capital expenditure depends on asset utilisation. European fleet operators appear significantly more confident in their vehicles, putting them to higher use and therefore achieving a faster ROI. To demonstrate this, we analysed depth of discharge (DoD)—the amount of battery capacity used between charges. This metric reveals how much of the battery is actually consumed in a day.

## Analysis of daily depth of discharge (DoD)

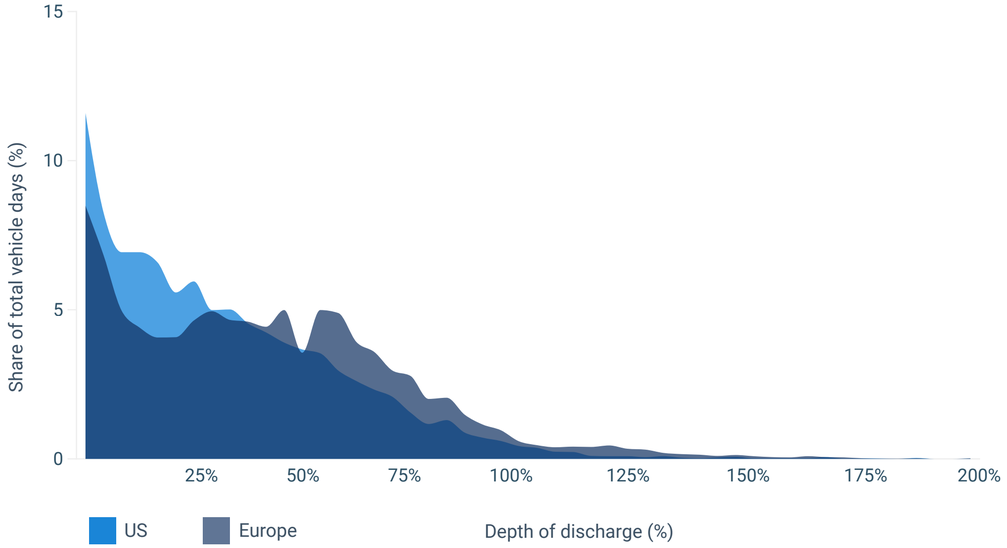
The data reveals a distinct 'confidence gap' between the regions in how they are utilising their batteries:

**Europe (progressive usage pattern)**: European fleets utilise a significantly higher percentage of their battery (48% average) compared to the US (36% average). These vehicles have consistently higher usage overall, with operators often employing mid-shift charging to push beyond 100% of their daily range capacity.

**US (conservative usage pattern)**: The US data shows a steep drop-off in usage. Most vehicles are restricted to short runs and rarely utilise the vehicle's full range potential. This confirms that US-based fleets are still operating with a 'range anxiety' mindset.

**The verdict**: The disparity appears to be driven by infrastructure confidence. European fleets have had more time to build confidence in their EVs and operational capabilities. They also benefit from a more robust network of public charging. US data indicates less reliance on public infrastructure and lower confidence in the range capabilities of their vehicles. This leads to underutilisation, effectively leaving efficient miles (and ROI) on the table.

**2025 distribution of daily EV depth of discharge**




**Are you 'panic-charging' too?**

Analysis shows that North American fleets are significantly more likely to panic-charge: 65% of EVs are plugged in before the battery drops below 50%, compared to just 45%[6] in Europe. Are you? You can ask Ace:

What is the average starting state of charge when my electric vehicles start charging?

Operations | Safety | Faults & Maintenance | Sustainability | Exceptions

6 https://www.geotab.com/press-release/2024-taking-charge-report/

# Strategies for maximising EV ROI

Navigating market volatility and infrastructure uncertainty requires fleets to shift their mindset from simple vehicle replacement to vehicle and energy optimisation.

- **Trust data, not stickers**: Manufacturer-stated range is a theoretical maximum. Real-world conditions—including speed, weather and payload—will impact how far you can go. Geotab's range prediction uses recent driving history in real fleet conditions to calculate how far a vehicle can realistically travel on a full charge.
- **The financial case**: For suitable candidates, the savings are tangible. Assessments show that transitioning range-capable light commercial vehicles (LCVs) yields an average lifetime Total Cost of Ownership (TCO) saving of $1,900 (approximately £1,400) per vehicle, with increased utilisation leading to even greater savings.
- **Optimise ROI via extended service**: Geotab research confirms average battery degradation is only 2.3% per year, proving batteries are built to last. By utilising data insights to verify battery health, fleet managers can transition from fixed replacement schedules to condition-based retention, lowering the lifetime cost per mile.
- **The heavy-duty opportunity**: Uncertainty often stalls heavy goods vehicle (HGV) adoption, but the data suggests the technology is ready. An Altitude by Geotab study analysing truck movement confirms that 53% of heavy-duty vehicles never exceed 400 miles a day, and 56% of medium-duty vehicles stay under 250 miles—falling well within existing battery range capabilities.

**Ask Ace:**

Which vehicles are the most suitable for EV replacement?

Operations | Safety | Faults & Maintenance | Sustainability | Exceptions

# Resilience from a cost perspective

The industry is navigating a perfect storm of inflation, supply chain volatility and high interest rates. These forces are simultaneously eroding profit margins and stalling essential fleet modernisation. Through the lens of Geotab's connected vehicle ecosystem, we investigate the real-world impact of this turbulence and how fleets are transforming high-level economic anxiety into actionable, data-backed cost resilience.

## Navigating the 'pandemic echo' in vehicle lifecycles

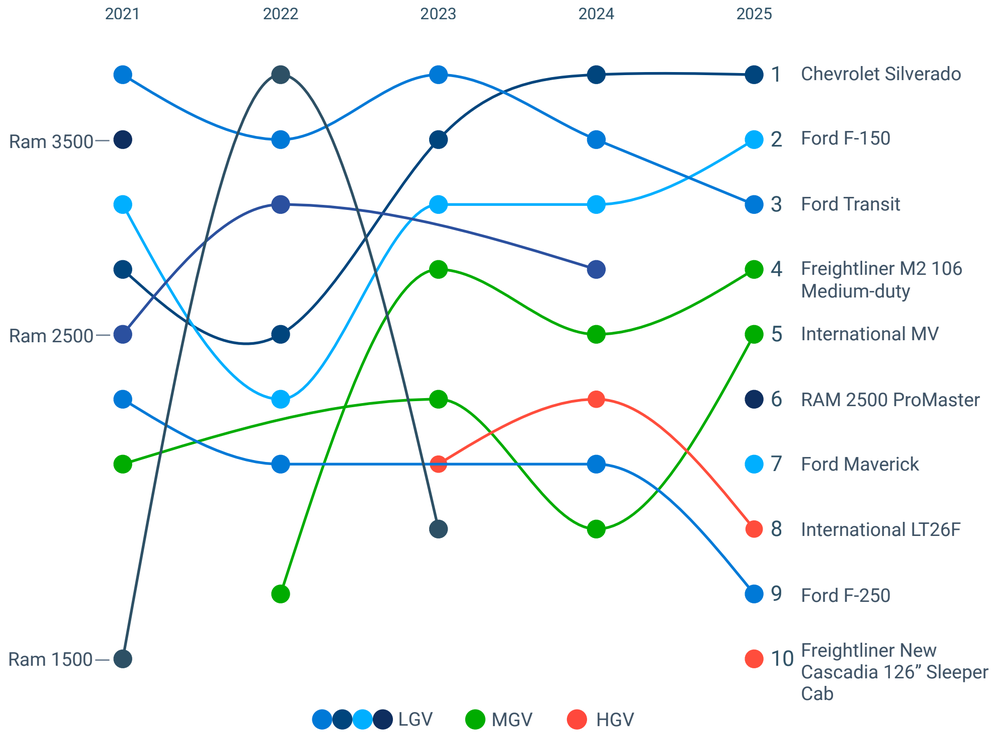
The 'pandemic echo' represents a defining cost challenge of 2025 as the industry flushes out the high volume of assets acquired during the 2021 home-delivery boom. As these vehicles reach the end of their optimal lifecycles, fleets are actively re-balancing portfolios to mitigate rising maintenance debt.

### Acquisition trends and the rise of retirements

The 2021–2025 leaderboard highlights a 'changing of the guard':

- **Pickups lead the charge**: The Chevrolet Silverado and Ford F-150 have solidified their dominance, moving up in rank from fourth and third to the number one and two most acquired vehicles joining the Geotab platform, respectively.
- **Stable baselines**: The Ford Transit remains an evergreen staple, holding the top volume crown year-on-year for vans. However, while it remains a stable baseline, it has moved behind the Silverado and F-150 pickups in the 2025 rankings.
- **Medium-duty momentum**: Interestingly, the Freightliner M2 106—a medium-duty truck—has seen a significant jump in adoption, climbing the ranks to reach fourth place.

**Top 10 new vehicle models among Geotab-connected fleets and their retrospective analysis (2021–2025)**



## The 2021 lifecycle trend

The 2021 model year reveals a specific lifecycle trend for high-utilisation assets. Once the top-acquired vehicle during the 2021 logistics boom, the 2021 Ford Transit has now transitioned to become the #1 retired vehicle in 2025. This shift clearly indicates a four-year replacement cycle for cargo vans operated at high intensity. **Resilient mindset**: Acquisition surges can create future liabilities. Therefore, plan for the exit strategy as part of your procurement process.

**What are the Blue Book's sales winners?**

According to Kelley Blue Book®, the automotive industry's trusted benchmark for vehicle valuation, the Ford F-Series retains the overall 2025 volume crown, and the Chevrolet Silverado has solidified a strong second place.

## Top 10 vehicles retired in 2025

As the 'pandemic echo' reaches its peak, these 10 models represent the primary volume of assets being cycled out of service. Our 2025 retirement list is calculated when a VIN is replaced by a newer model-year VIN within the same asset entity during 2025, and the original VIN subsequently disappears entirely from the database, signifying permanent removal rather than reassignment.

**Top 10 vehicles retired in 2025**

| Rank | Model year | Make | Model |
|---|---|---|---|
| **1** | 2021 | Ford | Transit |
| **2** | 2019 | Ford | Transit |
| **3** | 2021 | Ram | 3500 ProMaster |
| **4** | 2019 | Mercedes-Benz | Sprinter |
| **5** | 2020 | Ford | Transit |
| **6** | 2019 | Ram | 3500 ProMaster |
| **7** | 2022 | Freightliner Custom Chassis | MT45G Front Gasoline Engine Walk-in Van Chassis |
| **8** | 2024 | Ram | 2500[7] |
| **9** | 2020 | Freightliner Custom Chassis | MT45G Front Gasoline Engine Walk-in Van Chassis |
| **10** | 2022 | GMC | Savana |

7 2025 most retired model in the US market

# Rightsizing: The silent cost of underutilisation

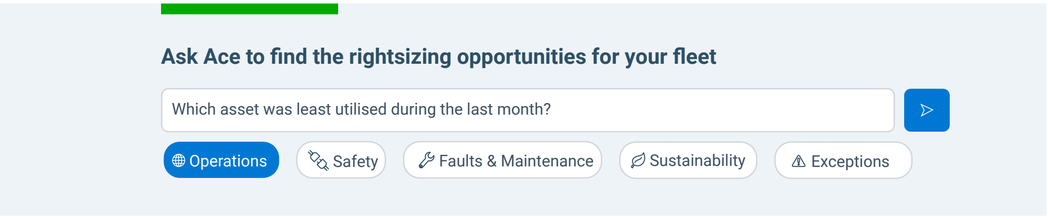
The most expensive vehicle in any fleet is the one sitting idle. Our analysis indicates an opportunity to further balance vehicle availability and asset utilisation to improve long-term TCO.

## Quantifying the capacity loss

On average, commercial assets were used for only 186 days per year in 2025 and used for just 3.36 hours per day. This equates to a massive capacity loss, ranging from 28.5% (on a standard five-day week) to 49% (for year-round operations).

**Segment breakdown**: While Transportation and Logistics leads with the highest utilisation (3.84 hours per day), the Rental and Leasing sector saw a significant drop in asset activity (-7.6%), signalling a market correction.

Overall, there was a downward trend in utilisation year-on-year, supporting the idea that many fleets may maintain excess capacity, prioritising vehicle availability over optimised TCO.




### How many hours per day does an asset drive (on average)?

**Vehicle utilisation rates by average hours per day by segment**

| Segment | Average hours per day 2024 | Average hours per day 2025 | YoY change |
|---|---|---|---|
| Field service | 2.75 | 2.75 | -0.2% |
| Rental and leasing | 3.03 | 2.99 | -1.5% |
| Transportation and logistics | 3.77 | 3.84 | 2.3% |
| Vocational | 2.84 | 2.81 | -1.1% |

### How many days per year are assets used (on average)?

Active days are defined as calendar days (in the asset time zone) that have driving time or idling time greater than zero.

**Vehicle utilisation rate by active days per vehicle by segment**

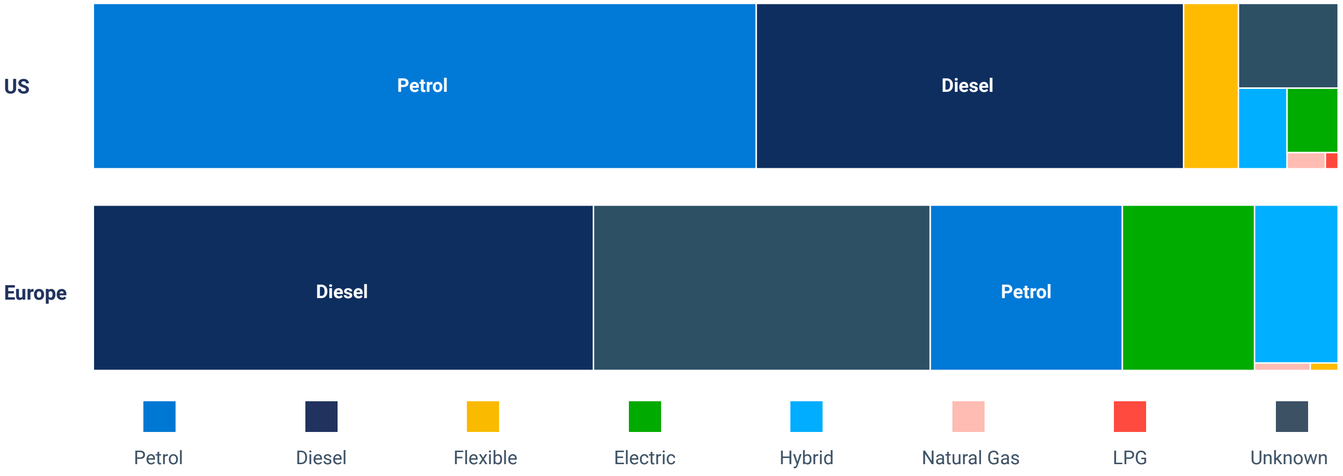
| Segment | Average days used per asset 2024 | Average days used per asset 2025 | YoY change |
|---|---|---|---|
| Field service | 179 | 177 | -0.8% |
| Rental and leasing | 198 | 183 | -7.6% |
| Transportation and logistics | 201 | 194 | -3.6% |
| Vocational | 173 | 176 | 1.7% |

# Insulating TCO from fuel volatility

Fuel remains one of the largest variable expenses for fleets. With petrol and diesel still dominating the fuel mix, fleets remain critically exposed to global price spikes.

For small businesses or those with fixed-rate contracts, this inability to pass on costs directly erodes profit margins. Since fleets cannot control the price at the pump, the only lever to protect TCO is to control consumption.

**US (upper) and Europe (lower) fuel type breakdown (2025)**




Fuel-saving strategies:

**Route optimisation**: Reducing mileage is the most direct path to savings. By utilising route optimisation tools to monitor traffic patterns and avoid congestion, fleets can mechanically lower their exposure to market volatility.

**Combating unnecessary idling**: Strategic fuel management requires identifying and minimising unproductive idling—situations in which fuel burned delivers zero operational return, like leaving the engine running when the vehicle is not performing work.

**Fuel-efficient driver training (eco-driving)**: Aggressive habits like harsh acceleration and speeding dramatically increase consumption. By implementing telematics-backed positive reinforcement training, fleets can work to curb these behaviours.

**Strategic fuel switching**: Reliance on a single energy source exposes operations to market shocks. Diversifying the fuel mix acts as a hedge against volatility.

# Conclusion: turning uncertainty into strategic advantage

The 2026 State of Commercial Transportation Report reflects an industry contending with uncertainty and a rapidly evolving operational landscape. Fleets are no longer just navigating a ‘perfect storm’ of macro-economic pressures; they are actively redefining what it means to be resilient.

The past year has demonstrated that the ability to absorb market shocks depends on transforming raw data into practical foresight. While the ‘pandemic echo’ continues to influence vehicle lifecycles and cost pressures complicate modernisation, the data reveals that the most successful fleets are those using intelligence as their primary defensive layer.

Whether it is isolating the riskiest 10% of drivers to improve safety outcomes or maximising the daily battery utilisation of electric assets, the path forward is increasingly defined by data-driven precision over guesswork.

The uncertainty observed in 2025 is not expected to vanish; rather, it is evolving into new forms of disruption. The rise of AI agents that act as proactive work partners—rather than just reporting tools—and the introduction of autonomous technologies will require fleets to re-evaluate their digital infrastructure. At the same time, increasingly regionalised supply chains challenge traditional procurement and routing strategies.

In a world where volatility defines the operating environment, data is no longer an administrative burden; it is the decisive competitive advantage. As we look beyond 2026, the resilient fleet will be the one that continues to treat its data insights as a catalyst for a smarter, safer and more efficient future.

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