GEOTAB

Sustainable fleet management: data-driven insights to enhance the bottom line

A sustainability survey of U.S. fleet managers

Sustainable fleets drive a double bottom line, benefiting business and the planet

Fleet managers are key to reducing carbon output and achieving sustainability goals, but high-quality data is essential for tracking progress, making smarter decisions, ensuring better regulatory reporting, and avoiding greenwashing all while improving productivity and performance.

Transportation is one of the largest contributors to global carbon emissions. Many large fleets are setting and progressing toward bold environmental goals using fleet data. Geotab surveyed over 100 U.S. fleet professionals in 2024 to understand fleet sustainability and electrification plans. Organizations can use these findings to balance costs with sustainability, prioritize investments, and enhance operations through data insights.

1. According to NCEI, there is a 55% chance that 2024 will be the hottest year on record, and a 99% chance that it will rank in the top 5.

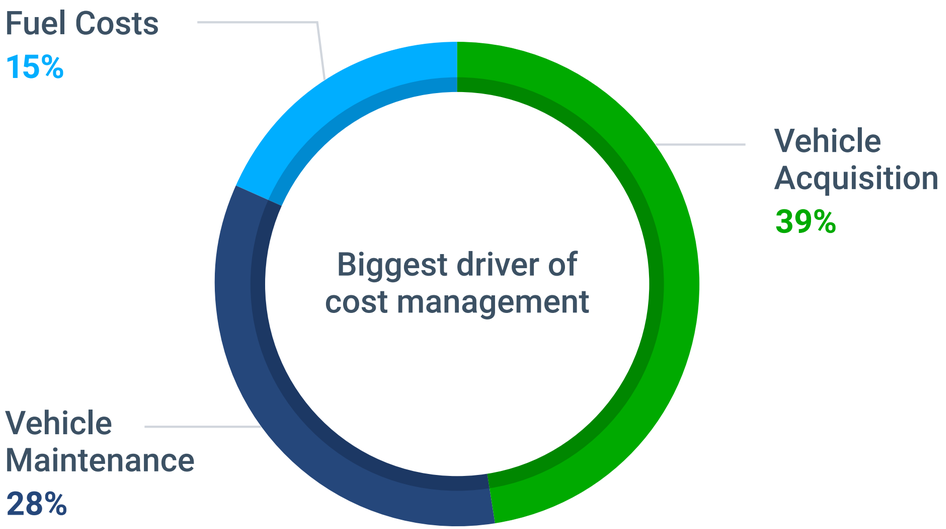
2. 51% of CEOs consider sustainability a top challenge, and more than 80% of CEOs expect sustainability investments to yield higher business results over the next 5 years.

3. Geotab's research found that 69% of fleet managers used sustainability data to reduce operating costs in the previous year.

> *By working together, we can accelerate progress and innovate for a thriving and more sustainable world.*
>
> **Neil Cawse**
> Founder & CEO of Geotab

Mitigating fleet business costs in 2024

Trusted data intelligence can reduce costs by improving predictive maintenance, optimizing routes, and enhancing fuel efficiency.



39%

reported vehicle acquisition as the biggest driver of cost management at their organization.

28%

reported vehicle maintenance as the biggest driver of cost management.

15%

reported fuel costs as the biggest driver of cost management.

The double bottom line: balancing growth with environmental responsibility

87%
anticipate an increase in their business costs throughout 2024.

42%
of fleet professionals believe customers will demand more fleet sustainability initiatives in the next 1-3 years in order to continue doing business with them.

39%
indicate new vehicles as the largest portion of their costs.

The challenges for the industry are clear: while business costs continue to rise, more large U.S. fleets are setting environmentally focused goals to align with customer preference and regulations, and to offset increasing expenses.

Data intelligence paves the road for operational excellence

Trusted data intelligence is essential for modern fleet management, helping organizations reduce costs, advance sustainability, and ensure safety.

Geotab's AI-driven solutions have shown a real return on investment. Last year, fleets using Geotab's integrated safety features saw a 40% reduction in collisions rates, equating to potentially 3500 fewer collisions. With fuel accounting for about 60% of total fleet operating costs, there is a growing emphasis on reducing fuel consumption, and carbon emissions through sustainable fleet strategies.

As vehicles ages increase, predictive maintenance supported by reliable data insights, is crucial for safe and efficient operations.

60%

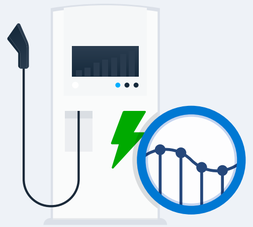
use data intelligence to **reduce operational costs** through better maintenance and scheduling when operating a sustainable fleet.

41%

use data intelligence to **flag inefficient fuel use** by monitoring and reducing idling and other fuel inefficient behaviours.

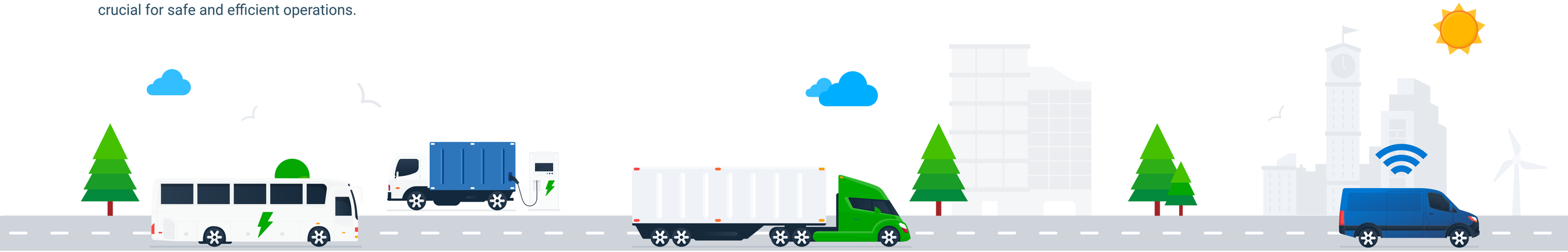
38%

use data intelligence to **enhance vehicle safety** through real-time monitoring.



OVER THE NEXT 1-3 YEARS

fleet professionals surveyed see the role of data intelligence in operating a more sustainable fleets expanding, including **aiding in fleet management through better monitoring, more real time data**, and **better insights** into both the vehicle and driver operating it.



Measuring & tracking sustainability progress

57%

of fleet professionals surveyed used either fuel consumption or operating costs to measure their fleet's progress on sustainability.

42%

of fleet professionals surveyed expect customers to demand more fleet sustainability initiatives from them in the next 1-3 years.

31%

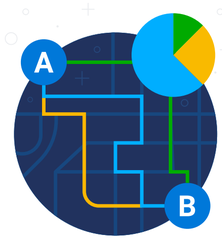
are using telematics data to measure and track sustainability progress.

> *As fleet professionals execute ambitious sustainability goals, data intelligence and AI are driving decision-making and reporting which is driving business value.*
>
> **Charlotte Argue**
> Senior Manager, Sustainable Mobility at Geotab

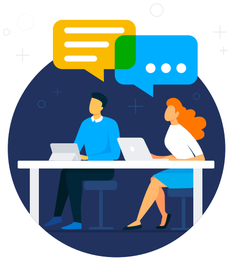
A foundation for sustainability success

What fleet professionals surveyed said:

84%
have the leadership commitment to meet their sustainability goals in place.



68%
have the data analytics and insights in place to meet their sustainability goals.



67%
have the right training and education available to meet their sustainability goals.

Understanding the hurdles to Fleet Electrification

Telematics can help mitigate the challenges of fleet electrification by optimizing charging infrastructure placement, providing data on total cost of ownership to justify initial investments, and matching fleet needs with available EV models through detailed usage and performance analytics.

68%

of fleet professionals surveyed report **lack of infrastructure and charging points** as the biggest hurdle delaying or preventing their fleets from adopting fleet electrification entirely.

57%

report the **initial cost** as the biggest hurdle.

40%

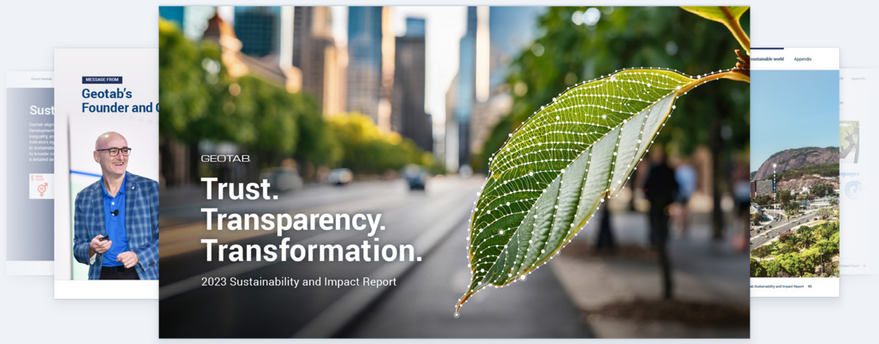
report the **lack of available EV models** as the most significant challenge.

Appendix:

Disclosure	Reference/location
Research Overview	
Geotab surveyed 110 fleet professionals across the U.S. between January and February 2024 to understand fleets progress on sustainability and electrification plans, and how data intelligence is helping companies achieve their goals.	Page 2-8
All surveyed fleet professionals had operations in North America, with fewer than 5% also operating in other continents.	Page 2-8
The surveyed fleet professionals managed a wide range of vehicle types, with three-fourths having Class 1 or 2 vehicles and over half having class 8 vehicles.	Page 2-8
The surveyed fleet professionals represented various industries, with 37% working in government roles.	Page 2-8
More than half of the fleet professionals held titles such as fleet manager or operations manager.	Page 2-8
The average fleet size among the surveyed professionals was 1,678 vehicles.	Page 2-8

Geotab's Sustainability and Impact Report

Read Geotab's latest Sustainability and Impact Report showcasing our commitment to a thriving, low-carbon future.



GEOTAB

geotab.com

sustainability@geotab.com