

**Press release**

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Going for growth... Daimler FleetBoard's new Head of Sales Steve Lovatt

## **Steve tracks down a new role with Daimler FleetBoard**

Commercial vehicle telematics specialist Daimler FleetBoard has appointed a seasoned business professional to spearhead its drive for continued growth.

Steve Lovatt has worked within the automotive industry for 30 years, the last 12 of them in the telematics sector.

His impressive CV includes time spent in senior business development roles with two of Daimler FleetBoard's leading competitors, and a 12-year stint during which he ran his own business as sole UK distributor of an alarm system.

Daimler FleetBoard pioneered the development of internet-based telematics services and its state-of-the-art solutions are already saving fuel and increasing operational efficiency for some of the biggest names on Britain's roads.

While major fleet operators will continue to be a prime target for Daimler FleetBoard sales, the company's new Head of Sales is convinced that smaller fleets now offer major potential for future growth.

"With so much pressure on margins, operators at all levels of our industry are realising they need to do all they can to cut costs," says Steve. "And with companies like Tesco and Brakes achieving significant fuel savings as a direct result of adopting FleetBoard, we have a powerful story to tell."

Although Daimler FleetBoard is owned by Mercedes-Benz parent Daimler AG, its hardware can be fitted to all makes of truck and not only those that wear a three-pointed star.

Steve continues: "It was FleetBoard's tremendous potential that attracted me to this new position – not only is the technology cutting-edge, we're also backed by the world's biggest truck manufacturer.

"The key to broadening our customer base and delivering the benefits of FleetBoard to many more operators is going to be working more closely than we've done previously with vehicle dealers.

"I have a lot of contacts and considerable experience in the development of dealer channels and will be looking to exploit these to the full as we move forward."

In addition to services such as vehicle tracking and mapping, logistics management and time management, Daimler FleetBoard's systems can be used to analyse driver performance against a range of criteria and highlight areas in which improvements can be made. These include over revving, harsh braking, idling, speeding and 'green band' driving.

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