

Launching GPS fleet management e-newsletter

Navtrak has announced it will be launching a free online resource for fleet owners, managers and dispatchers researching the benefits of GPS fleet tracking.

"We're trying to raise awareness in general about the very practical benefits of GPS fleet tracking technology for anyone who is managing a mobile workforce." With those words, John Lovell, Manager of Marketing Communications for Navtrak, officially announced the debut of GPS Tracking Insights & Info, a free monthly e-newsletter targeted to owners and dispatchers of service and pick-up and delivery companies nationwide.

"The idea for the free e-newsletter came out of a discussion about the lack of resources on the web regarding GPS fleet tracking. Unless you reach our site first, you're probably not going to get a good deal of relevant information," notes Lovell. "Our goal is to raise awareness of the overwhelmingly positive benefits that this technology can offer fleet managers, while at the same time, reinforcing Navtrak's reputation as the leading provider of GPS tracking solutions."

GPS Tracking Insights & Info will focus solely on current issues and topics relevant to business owners and fleet managers. The first issue features the success story of Service Today, a Maryland HVAC company that implemented GPS fleet tracking and realised a remarkable (and documented), ROI with a reduction in fuel costs alone.

To subscribe to GPS Tracking Insights & Info, please click [here](#).

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