

'We want to generate strong growth in Germany. Partners such as idem telematics support us by listening to us and implementing the solutions we need in practice.'

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Feb 07, 2019 14:01 CET

## idem telematics ensures rental vehicles have a long service life

- **Fraikin rents special commercial vehicles with solutions from idem telematics to companies and public institutions on a long-term basis**
- **Cargofleet from idem telematics provides a variety of data profiles**
- **Lessor ensures their vehicles are used carefully thanks to telematics**

**Munich/Ulm, 07.02.2019** – The French rental company Fraikin uses the entire idem telematics product range in Germany to fully and completely monitor its vehicles. As a result, different telematics boxes are fitted in all of the supplier's towing units and semi-trailers. Fraikin uses the system for the preventive control of tractor units and superstructures to avoid unusual wear and damage. Telematics help Fraikin to monitor the rental vehicles so that they have a long service life. 'For us, it is important that our customers handle the vehicles carefully and in accordance with the manufacturer's specifications,' explains Alexander Roas, Technical Director at Fraikin Deutschland GmbH. 'idem telematics allow us to monitor the situation very closely.'

Additional functions such as GPS tracking or temperature monitoring are chosen by rental customers based on personal needs. 'We need information that doesn't come from the upper edge of the steering wheel,' says Roas. All kinds of data are relevant for us and it always depends what individual customers need.' Fraikin can share the telematics data with its rental customers and several users can be assigned to the vehicles in the telematics portal from idem telematics. This means that everyone is efficiently provided with only the data they really need. 'Customers can call up the data in their own account and make use of additional services if required.' In addition to highly precise system maintenance, it also provides tangible added value for users of rental vehicles.

All telematics benefits from idem telematics support Fraikin as a new entrant on the German market: with seven decades of experience in Europe, the Fraikin Group has only been active here in Germany for around three years and is currently developing broad access to the market with its own sales teams and in cooperation with vehicle manufacturers. Fraikin offers customers the opportunity to hire everything from ambulances to waste collection vehicles. The service provider specialises in these particular vehicles and offers companies and public institutions alike a comprehensive range of services, which includes brand-independent leasing of units, service and repair measures, the provision of replacement vehicles and fleet management. Since these special vehicles are partly very elaborately designed and require a great deal of investment, the rental contracts are also designed for the long term – up to 120 months. 'This means our service corresponds with the many years of use these units actually see in practice,' says Marcus Burmeister, Sales Manager for Germany at Fraikin. 'Many customers are simply unaware that it is possible to rent over such a long period of time. This has been our core business for many years.' The Fraikin

team has set itself ambitious targets for the future: 'With nearly 200 subsidiaries, 58,000 units and 2,800 employees, we are one of the market leaders across Europe, Africa and the Middle East, and it goes without saying that we want to generate strong growth in Germany, too,' says Marcus Burmeister. 'Partners such as idem telematics support us by listening to us and implementing the solutions we need in practice. This means we're on the right track together.'

Fraikin Deutschland GmbH uses telematics from idem telematics for the preventive control of tractor units and semi-trailers.

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### **About idem telematics GmbH – Connecting all road transport**

*As Europe's leading telematics partner, idem telematics supports forwarding agents, fleet operators and shippers in continuously improving their core business by means of data, thereby increasing their profitability, customer satisfaction and competitiveness: uncomplicated, independent, cross-fleet and cross-manufacturer, and adaptable to any company size and business model. The service: individual on-site process consulting – combined with Europe's market-leading, all-in-one cargofleet telematics platform for trucks, trailers, freight and logistics. Consolidating and summarising the data sets of vehicles, drivers and freight, idem telematics provides a complete system for increasing the transparency and profitability of the entire logistics process. The benefits: unique customer proximity and flexibility for individual telematics requirements based on 20 years of telematics, transport and logistics expertise. idem telematics is a subsidiary of the BPW Group and employs around 75 staff at its locations in Munich and Ulm. [www.idemtelematics.com](http://www.idemtelematics.com)*

### **About the BPW Group**

*The BPW Group, based in Wiehl, Germany, is a dependable international mobility and system partner for the transport industry, serving as a one-stop shop for innovative solutions. Its portfolio embraces axles, suspension systems and brake technologies (BPW), locking systems and bodywork technology (Hestal), lighting systems (Ermax), composite technologies (HBN-Teknik), and user-friendly telematics applications for trucks and trailers (idem telematics). BPW Group's technologies and services support manufacturers' cost-effective workflows and enable vehicle operators to manage their fleets efficiently by maximising the transparency of loading and transport processes. The owner-managed BPW Group*

encompasses 70 companies worldwide and employs around 7,200 people. [www.bpw.de/en](http://www.bpw.de/en)

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