



The rental company Fraikin relies on system-open telematics from the market leader idem telematics. (Image source: Mike Mareen - stock.adobe.com)

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## **Vive la liberté: idem telematics and Fraikin cooperate to provide digital independence and security for commercial vehicle rental customers**

- **Rental company Fraikin relies on open-system telematics from the market leader**
- **Lorries, towing vehicles and trailers from Fraikin with idem telematics on-board**
- **idem telematics protects the data security of Fraikin customers**

- **even after the rental period ends**  
**Silke Stubenrauch: "Fraikin stands for freedom and independence in fleet management"**

**Munich/Ulm, 6/10/2022 --- The French commercial vehicle rental company Fraikin is also successful in Germany with a cross-brand selection of vehicles and innovative fleet management. Rental customers should also enjoy freedom and independence on the data superhighway, which is why Fraikin Germany is cooperating with the European market leader idem telematics on vehicle networking.**

Freedom and independence have always been important reasons for renting commercial vehicles instead of buying them: A "live fleet" of rental vehicles expands financial options, allows peak demand to be covered flexibly and makes the business more transparent and predictable with package prices. As a pioneer in full-service mobility, the French [Fraikin Group](#) has been successful throughout Europe for almost 80 years. The company rents out an extraordinarily broad range of vehicles across brands, from light vans and ambulances to garbage trucks, tippers, trucks, articulated lorries and trailers; customers include municipalities as well as transport/logistics companies of all sizes.

In Germany, under the leadership of Managing Director and ex-Daimler manager Silke Stubenrauch, Fraikin continues its course of innovation and transformation. This also includes networking the vehicles with the open-system telematicsplatform from the [European market leader idem telematics](#): open interfaces enable Fraikin rental customers to integrate driver, vehicle and route data easily, quickly and securely into their own fleet and transport management systems - even if they are using hardware and software from other providers.

The decoupling of the data at the end of the rental period must be at least as secure as the integration of the vehicle data at the start of the rental period, emphasises Jens Zeller, Managing Director of idem telematics in Munich: "Rental vehicles pass through different hands in the course of their life, which places special demands on data management and data privacy. idem telematics is the [preferred partner of commercial vehicle rental companies and leasing companies](#) throughout Europe because we can ensure the security of the data and provide crucial and reliable processing. The customer perceives the process as uncomplicated - but behind it is a special expertise

that is not easily imitated."

Silke Stubenrauch, Managing Director of Fraikin Deutschland GmbH: "The idea of freedom and independence is typically French and therefore characterises the way Fraikin offers vehicles and mobility. It is reflected in our cross-brand vehicle range as well as in the choice of our [telematics partner for Germany](#). Our rental customers benefit from the reliability and security of the market leader, but remain free, unbound and in control of their own data at all times. This aspect of data sovereignty is gaining in importance because the shippers, as clients of our rental customers, are increasingly demanding real-time data from the ongoing transport process, for example to integrate it into their ERP systems. idem telematics ensures that our rental customers retain control of their data at all times - even after the end of the leasing period."

Fraikin expects the demand for professionally networked rental vehicles to continue to grow. The success factor for everyone involved is the use of digitalisation to monitor the profitability of the entire vehicle life cycle. Innovative [telematics concepts](#) are an absolute must, especially against the background of volatile economic development, unforeseeable cost increases and the initiated switch to alternative engines. Thus Fraikin's challenge is to always align its development with the pulse of the times, also in terms of technology and data availability.

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

*As Europe's leading telematics partner, idem telematics supports forwarders, fleet operators and shippers in using data to continuously improve their core business, and thus to increase their profitability, customer satisfaction and competitiveness. Our systems are 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 the Europe-wide 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 economy of the entire logistics process. Benefits include unique customer proximity and flexibility for individual telematics requirements based on more than 20 years of telematics, transport and logistics expertise. idem telematics is a subsidiary of [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 researches, develops and manufactures everything needed to ensure that transport keeps moving and is safe, illuminated, intelligent and digitally connected. With its brands [BPW](#), [Ermax](#), [HBN](#), [HESTAL](#) and [idem telematics](#), the company group is a preferred system partner of the commercial vehicle industry around the globe for running gear, brakes, lighting, fasteners and superstructure technology, telematics and other key components for trucks, trailers and buses. The BPW Group offers comprehensive mobility services for transport businesses, ranging from a global service network to spare parts supply and intelligent networking of vehicles, drivers and freight. The owner-operated company group currently employs 6,800 staff in more than 50 countries and achieved consolidated sales of 1.372 billion euros in 2020. [www.bpw.de/en](http://www.bpw.de/en)*

### **About Fraikin**

*With almost 80 years of experience and a revenue of EUR 965 million (2021), the French Fraikin Group is the market-leading partner for fleet management in Europe, the Middle East and Africa. Founded in 1944 by Gérard Fraikin, the company has around 60,000 units in 171 branches. Around 3,000 employees ensure absolutely professional fleet management for currently 11,200 customers. They help and support rental customers in defining needs-based solutions and contribute their expertise, flexibility and responsiveness. Fraikin Germany also offers fleet operators the entire range of customer-specific mobility solutions. The full-service range of rentals generally includes: Joint analysis of the respective vehicle requirements, advice, financing, insurance and vehicle tax, maintenance, repairs, 24/7 breakdown service, European network, fleet management, telematics and an absolutely fair and transparent vehicle return after the end of the contract. [www.fraikin.de.com](http://www.fraikin.de.com)*

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