Fleet NEWS GROUP

ALL THINGS FLEET

Fleet Technology Edition

Case Studies ▪ Expert Advice ▪ Reviews

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DIRECTED Technologies

Tech That Makes Sense

Thanks for picking up the second issue of ALL THINGS FLEET. We're back with more practical insights, expert voices and real-world examples to help you manage your fleet better. And this time, we're talking tech.

We all want the same things—safer fleets, more efficient operations, and lower costs. The good news is that technology can help deliver all three. The bad news? It won't do it on its own.

Too many businesses invest in fleet tech expecting instant results. But it's not a silver bullet. Whether it's telematics, driver fatigue systems, routing software or asset tracking tools, you won't get the best return unless you understand the job it's meant to do.

That starts with mapping the process. What's the actual problem you're trying to solve? Is it late deliveries, poor driver behaviour, under-utilised vehicles, or something else entirely? Until you put that workflow under the microscope, you're just adding gadgets, not solving problems.

Once you've nailed that, it's time to get your stakeholders on board—early. Don't wait until the tender document is written. The best Fleet Managers we know are bringing in IT, finance, HR, safety and the drivers themselves before they go to market. They're not just buying technology—they're building a solution everyone understands and supports.

And yes, the business case will need to be compelling. That's where a solid ROI story comes in. Be ready to show how tech investment can pay for itself—through savings on fuel, insurance, maintenance, admin time, and compliance costs. Bonus points if you can link it to improved driver safety and reduced downtime.

But here's the final reminder—technology won't fix a broken culture or a messy process. It can only amplify what's already there. So be deliberate. Be strategic. And most importantly, be realistic.

We hope this edition gives you ideas, inspiration and a few good tips to take back to the office. If you haven't already, make sure you subscribe to our newsletter via the QR code below to stay in the loop between issues.

Until next time—keep asking good questions and choosing fit-for-purpose solutions. That's how you build a better fleet.

Happy reading! Marc Sibbald

Stay up to date with everything Fleet

Scan the QR code below and subscribe to our free weekly newsletter to stay up to date with the latest news, events and industry insights.

Fleet NEWS GROUP

Inside

JAC Motors **for fleet**

Fleet Relationships to Drive JAC's Growth

"It's not about the first sale—it's about the second, third and fourth." That's how Ahmed Mahmoud, Managing Director at JAC Motors Australia, sums up his approach to fleet. With more than three decades of experience—including time leading Toyota's NSW fleet operation—Ahmed knows that relationship-building is the cornerstone of a successful fleet program.

Fleet Is The Best Job In The Company

"For me, fleet has always been the most exciting part of the business," Ahmed says. "You put on your suit, take the car out there, and work with decision-makers on why your product makes sense from a whole-of-life perspective. That's real business."

Ahmed's enthusiasm is backed by action. In June this year, JAC Motors launched its first national fleet plan and pricing policy, coinciding with the appointment of Anthony Nadwie as National Fleet Manager. "The timing couldn't have been better," Ahmed says. "The product range is here, the local supply chain is in place, and now we've got someone with deep fleet experience helping us connect with customers."

The fleet plan introduced set categories including SME, national fleet, government and not-for-profit, each with tailored pricing and support. "We launched it to the dealer network and introduced Anthony at the same time. Since then, the volume of fleet conversations has been enormous—more than in the first four months of trading combined."

It Starts After The Sale

Rather than focus solely on the transactional side of fleet, JAC is investing heavily in after-sales support and account management.

"Fleet isn't about discounting cars. That gets you a seat at the table. But unless you're investing in the relationship, service, warranty and support, you're not going to sell the second car," Ahmed says. "We're not naive—we know we're a challenger brand. That's why we're uncomplicated and reliable."

Key to JAC's pitch is its after-sales promise. Every JAC T9 ute—whether bought by a retail customer, government fleet or tradie—is covered by a seven-year, unlimited-kilometre warranty, bumper-to-bumper, with no exclusions for fleet buyers.

"We also introduced a ute-for-ute replacement program. If something goes wrong and it's a warranty issue, and when possible, we'll have a replacement T9 delivered to the dealership the same day. Fleet customers don't want a hatchback when a work ute is off the road—they need to keep building bridges, homes or whatever the job is."

Building The Right Products For Fleet

JAC's success starts with understanding the customer. "We don't just aim to be different—we aim to understand the buyer," Ahmed explains. "We know fleets want safety, support and supply. And we're delivering."

With over 50 dealers across Australia and a warehouse stocked locally with parts and accessories, JAC is already making inroads. It recently secured a cab chassis variant of the T9 ute to meet fleet demand for custom trays and service bodies.

And there's more coming. JAC used the Melbourne Motor Show to unveil two new models—the electric T9 and the global debut of its plug-in hybrid ute. "I had to contain my excitement," Ahmed laughs. "It's a beast—1,000Nm of torque. And yes, we're working on a cab chassis version too."

THE JAC T9 IS AUSTRALIA'S SAFEST UTE. THIS IS BASED ON ANCAPS TOTAL WEIGHTED SCORE ON THEIR MOST RECENT PROTOCOLS 2024 - 2025.

A Genuine Commitment To Fleet

While some challenger brands dabble in fleet, JAC sees it as a long-term play. "We're not part-time car importers," Ahmed says. "Everyone here sees themselves as working for JAC Motors Australia. When we speak to fleet customers, they know we're serious."

This seriousness includes test programs with major mining operators, where the electric ute is currently being trialled. "What better way to prove your vehicle than running it in a mine site for three months?" Ahmed says. "The early feedback has been fantastic."

The same ethos is applied to customer partnerships. "Solving operational needs is a key part of what we do. We are currently working with a fleet customer who requires heavy customisation. The speed at which we can operate as a challenger brand is what sets us apart from other brands."

In his view, being successful in fleet comes down to understanding. "Fleet buyers aren't always full-time fleet managers. They're often juggling a dozen roles. If we can take that pressure off by keeping their drivers safe, supported and on the road, then we'll be their partner—not just a supplier."

With deep experience, clear intent, and a fast-expanding fleet program, JAC Motors is building more than just utes—it's building trust. And as Ahmed puts it: "If you get that right, the sales will follow."

Contact JAC's National Fleet Manager, Anthony Nadwie
anthony.nadwie@LTSauto.com.au

JAC Plugs In To Fleet Future

JAC Motors is already looking ahead to help Australian fleets tackle emissions reduction targets, with two advanced utes in the pipeline.

The JAC Hunter, a powerful plug-in hybrid (PHEV), will be available for fleet testing and orders in late 2025. Unveiled globally at the 2025 Melbourne Motor Show, it delivers 1,000Nm of torque, 385kW of power and up to 100km of pure electric driving before seamlessly switching to petrol. With serious payload and towing capability, it will offer fleets the best of both worlds—low-emission operation without range anxiety.

Meanwhile, a fully electric (BEV) version of the JAC Ute is already undergoing harsh-condition testing on a mine site in Western Australia. The EV version combines a rugged dual-motor 4WD drivetrain, fast charging and V2L power supply with the proven durability of the T9 platform. Early fleet feedback has been strong, giving JAC confidence to further develop this zero-emission option.

Both models reflect JAC's strategy of offering practical pathways to help fleets reduce CO2 emissions without sacrificing capability or productivity. The EV ute and PHEV Hunter will join the already top-rated diesel T9 in providing a flexible, future-ready ute line-up for Australian fleet buyers.

Fleet maintenance **system**

IPWEA FLEET

How to Build a Maintenance Management System for Your Fleet

When it comes to managing a mixed fleet of cars, utes, heavy vehicles and plant, safety and reliability don't happen by accident. They come from having a proper Maintenance Management System (MMS) in place. Whether you're running a few light vehicles or a whole fleet of heavy gear and yellow plant, getting maintenance right is one of the easiest ways to protect your assets, reduce downtime, and keep people safe.

Here's a step-by-step guide to building your Maintenance Management System, aligned with the NHVR Maintenance Management Standards and the IPWEA Plant and Vehicle Management Manual (PVMM) best practice guidelines.

1 Start with a Good Maintenance Policy

First things first – set your direction. Your maintenance policy should tie directly to compliance, safety, and efficiency outcomes. It should clearly address daily checks (Standard 1), fault reporting (Standard 2), scheduled maintenance (Standard 4), and staff training (Standard 8).

In Chapter 6 of the PVMM, it stresses that a comprehensive Maintenance Management System must be established, implemented, and reviewed regularly.

2 Create a Complete Fleet Inventory

You can't manage what you don't know you have. Your maintenance system must include a full register of assets as outlined in NHVR Standard 5. This is also a key point in the PVMM, where information management and technology tools are recommended to track asset records.

3 Daily Checks and Fault Reporting

Operators are your first line of defence. Daily pre-start inspections are required under NHVR Standard 1 and reinforced by the PVMM in the chapter on Workshop Management.

Faults identified during use must be recorded and managed promptly (Standard 2). Pre-operational checks are also a big focus under Chain of Responsibility duties.

4 Build a Scheduled Maintenance Plan

Scheduled maintenance keeps everything humming. NHVR Standard 4 requires documented service schedules based on time, distance or hours of operation. The PVMM also recommends basing maintenance on manufacturer specifications as a minimum, and adjusting for local operating conditions.

Don't forget – regular mechanical inspections should be part of your plan, with records kept to prove compliance.

5 Track Downtime, Faults and Repair Costs

Monitoring downtime and repairs gives you a clear picture of asset health and total cost of ownership. Standard 3 of the NHVR guide sets clear expectations around recording, assessing and prioritising faults.

Chapter 7 in the PVMM emphasises documenting all maintenance activities and analysing failures to improve service delivery.

6 Get Serious About Documentation and Records

"If it's not written down, it didn't happen." NHVR Standard 5 demands clear, retrievable maintenance records.

The PVMM aligns with this mantra by requiring parts and maintenance histories to be properly documented to support workshop management and inventory control.

7 Define Responsibilities

Everyone needs to know their role. Standard 6 sets out the requirement to allocate and document maintenance responsibilities. Chapter 7 in the PVMM also reinforces the importance of clearly defined staff roles, skills assessments and training.

8 Internal Reviews and Audits

Don't wait for an external auditor to find your weak points. NHVR Standard 7 requires internal reviews quarterly, with a full annual audit against your documented system.

This ties in with the Chain of Responsibility requirement to have an effective Safety Management System (SMS) based on four pillars: Safety Policy, Risk Management, Assurance and Promotion.

9 Training and Awareness

From operators to supervisors, everyone must be trained and assessed for their responsibilities. The NHVR Standards and the PVMM highlight the importance of ongoing training.

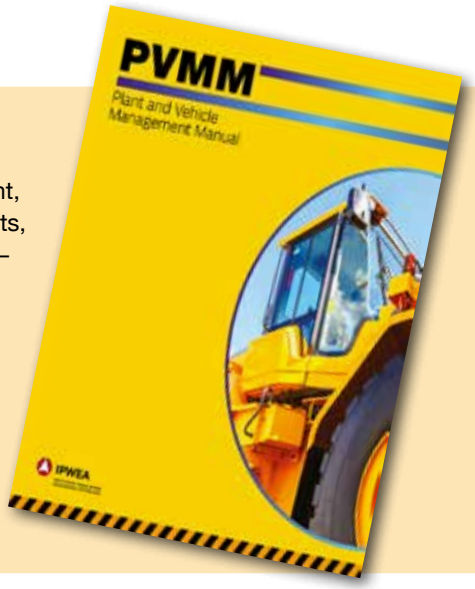
Chain of Responsibility also makes it clear that if you assign responsibility without ensuring competence, you could still be held liable.

Final Thoughts

A smart Maintenance Management System keeps your fleet safe, compliant, reliable and efficient. It's a no-brainer for protecting your people, your assets, and your organisation's reputation. Plus, it makes passing audits a breeze – which is something every fleet practitioner can appreciate!

For more information about fleet management best practice, refer to the IPWEA Plant and Vehicles Management Manual (PVMM).

Scan the QR code for more information



EV battery health tests are a key fleet technology for now and tomorrow

By Mike Costello - Corporate Affairs Manager, Cox Automotive Australia & New Zealand

In its line of business selling thousands of wholesale cars at auction every month, Manheim Australia is reasonably well-exposed to pressing issues for fleets.

Top-of-mind for private and government fleet managers is the topic of EV residual values. Today, there is a real chance that an EV's cheaper running costs are being offset by their used prices.

While there isn't a vast amount of data, since the used EV market is still in its relevant infancy, we nevertheless feel we can give some insight and tips to make the best of this transitory period.

Used EV wholesales at Manheim auction are up dramatically in 2025 over the previous year's low base, although today's cars are the tip of the iceberg.

But we can see a typical 3- or 4-year old Hyundai Kona EV, MG ZS EV or Nissan Leaf is selling for around 40% of the original RRP, versus 60-70% for petrol equivalents. Their higher upfront costs, eroded.

We believe the structural factors driving today's residual value outcomes - a steep improvement curve that renders earlier EVs outdated, Tesla's price cuts and the wave of cheaper Chinese EVs pushing down used values, consumer skepticism about battery longevity - will be removed like Jenga pieces with time.

But fleets can tap technology today to make their EVs a more desirable and therefore a valuable proposition. Case-in-point is battery health testing, which gives a buyer the added reassurance of knowing the used EV they buy isn't destined to give them a battery replacement invoice post-warranty.

I contend that this issue fits within the broader 'fleet technology' theme of this edition.

Preliminary Manheim research out of Europe makes a compelling case for SoH tests. It found that EVs auctioned with health tests had a 15% greater clearance rate and attracted 23% more bidders. Aviloo's recent whitepaper also surveyed potential EV buyers who said they would pay between 550 and 1100 euros more for a used EV with a SoH test compared to a used EV without a SoH test. The survey also found that 55% of new EV buyers today would closely consider a used EV if they had total clarity around battery health. This early insight should be a clarion call to the sector.

It's imperative that Manheim plays its role in ensuring there's a vibrant marketplace for the more than 200,000 new EVs sold since 2022, many of which will inevitably pour into our nationwide auction lanes.

That's why the company is rolling out SoH tests via European market leader Aviloo. Vendors who wish to give their wholesale EVs the best chance at getting a lot of bids and better selling prices should ask for more information on the process.

Before finishing, some better news for the 'now'. Many of you currently operate fleets of hybrids, largely Toyotas. The good news is, these vehicles are showing excellent results at auction.

To that end, hybrid versions of the Corolla, Camry and RAV4 retain a statistically significant higher percentage of their RRP at wholesale, as such they more than make back their higher upfront price. For example a RAV4 GX Hybrid sells for $3241 more than a GX petrol on average.

Driving **smarter fleets**

Australian Success Story Drives Smarter Fleets

Directed Technologies is showing the world how local innovation can transform fleet safety, efficiency and cost management.

If you want an example of Australian technology punching well above its weight on the global stage, look no further than Directed Technologies.

Headquartered in Tullamarine, Melbourne, the company has quietly built a reputation for world-class fleet solutions — working hand-in-glove with major truck and car OEMs, and now exporting its know-how to 15 countries.

"We've got a full stack solution that's locally developed and validated with vehicle manufacturers in Australia," says Mark Whitmore, Senior Vice President Global Sales at Directed Technologies. "That gives us a proven, highly credible market capability that resonates internationally. Everywhere we go, there just isn't anyone coming to OEMs with our depth of offer and our business model."

Their technology stack goes far beyond traditional telematics, extending to rich data integration, advanced camera systems and plug-and-play accessories — all designed to make fleets safer, more efficient and cost effective.

Seamless from Factory to Fleet

At the heart of Directed's philosophy is the goal of removing friction from the process of getting technology onto vehicles.

"We see our role as fundamentally removing the friction in onboarding fleet technologies into the vehicle," says Mark. "The vehicle should arrive at the fleet fully connected into their systems, with the technology fitted and working. That's what modern fleets expect."

This seamless experience is only possible through close partnerships with OEMs. Directed's model is not to compete with OEMs, but to empower them to extend their brand digitally.

Brent Stafford, Executive Director, says that collaboration is more important than ever, particularly as vehicles become more connected and the data demands of fleets increase.

"The level of sophistication required today is very high," Brent explains. "Gone are the days when you could get a 20 per cent gain from basic telematics. Now fleets are chasing the one, two and three percenters — and they need rich, validated vehicle data to do that."

Sophisticated fleet operators want deep visibility into everything from driver behaviour to fuel consumption, idling, maintenance and uptime. And they want that data integrated into their enterprise systems — not siloed in a standalone fleet platform.

Supporting Smarter Business Models

As fleet business models evolve, so too does the need for better data and integration.

"We're seeing more vehicles being leased or provided 'as a service' by OEMs," Brent says. "In those scenarios, the OEM still owns the asset, so they want visibility into its performance, uptime and any potential misuse — just like the fleet customer does."

This is why Directed's ability to provide granular, accurate and validated vehicle data is critical. "You simply can't achieve this with a basic aftermarket install," Brent says. "The richness of the data you can extract through a deep integration with the OEM platform makes all the difference."

Enabling Smarter Infrastructure and Planning

The potential benefits extend beyond individual fleets. Brent highlights how the rich data being gathered — including suspension, accelerometer and weight data — could be used to inform national infrastructure planning.

"You only have to drive down a road today to see how poor some of the surfaces are," he says. "We've got trucks pulling over at night because

> WE BELIEVE THE FUTURE IS IN MINING DATA AND MANUFACTURING ALGORITHMS

they can't safely navigate the potholes. But with the data we're collecting, there's a real opportunity to contribute to better road maintenance and planning."

It's a great example of how local innovation can deliver broader community outcomes.

Homegrown Advantage

One of Directed's big advantages is its local capability and speed.

"We're fully in-house," Brent says. "If a new vehicle type comes in, we can have our hardware engineers look at the data, our firmware and software engineers work on the integration, and rapidly turn on the solution. That velocity is a big part of why we can compete with global players."

Unlike multinationals with dispersed teams and long lead times, Directed's 160-strong team — based mainly in Melbourne, with a new software lab in Richmond — can respond quickly to customer and market needs.

"There's been a lot of focus historically in Australia on building the metal," Brent adds. "But we believe the future is in mining data and manufacturing algorithms — and that's exactly where Directed sits today."

Building a Global Business

Already operating in 15 countries, Directed has major growth ambitions.

"We're going to become a globally significant company over the next few years," Mark says. "There's no doubt about it. The pipeline of opportunities is extraordinary."

Australian success stories like this don't happen by accident. Directed has invested heavily in R&D and built a team of highly skilled hardware, software, cloud and data engineers — while also training the next generation through partnerships with local universities and digital hubs.

And in an era where concerns about data sovereignty and security are increasing, their model resonates strongly.

"We build the technology here, we manage the data here, and we ensure it's secure," Brent says. "That gives confidence to OEMs, fleet managers and business leaders alike."

Smarter Fleets, Safer Roads

Ultimately, the company's mission is about helping fleets operate more safely, efficiently and profitably.

"As vehicles become more advanced, with built-in ADAS and connected systems, the opportunity to harness that data is huge," Brent says. "We can save fleets time, cost and complexity — and help make our roads safer."

With its deep partnerships, global reach and uniquely Australian capability, Directed Technologies is well on the way to being one of this country's great technology export stories.

"We don't just sell technology," Mark says. "We build it, we integrate it, and we enable it. And that's a message that resonates as strongly in Europe and North America as it does here in Australia."

Tech-driven transport

Glen Cameron's Next Chapter

After more than 50 years building one of Australia's largest logistics companies, Glen Cameron isn't done shaping the future of road transport. Now, he's backing innovation in technology, becoming an investor in Slipstream—a transport management system (TMS) provider with a modern edge. For Glen, the decision to invest wasn't about sentiment or speculation—it was grounded in experience.

From Paper Diaries to Real-Time Decisions

"When I first started in the industry, everything was done manually," Glen said. "We only had telephones and rudimentary calculators back in the '70s. It was a completely manual task."

Having founded the Glen Cameron Group in 1975 after working briefly in his father's business, Glen grew the company from a single truck into a fleet of nearly 1,000 vehicles. Over the decades, he witnessed firsthand how technology evolved from a nice-to-have into a business imperative.

"I was a pretty early adopter," he explained. "That sort of technology helped alleviate a lot of the manual tasks in my business. In-cab devices, handhelds, real-time data—it all saved time, gave you accurate information quickly, and helped reduce overheads."

The Slipstream Connection

Slipstream came onto Glen's radar while his business was managing a complicated route scheduling contract in New South Wales involving both chilled and dry goods.

"There was a lot of trucks involved, a lot of swapping of trailers, time-slotted deliveries and pickups. You could sit there with 20 people trying to plan it—or you could use a tool," Glen said. "We engaged Slipstream, and they did a sensational job. That's where I first got to know the guys."

The performance was enough to earn his confidence, but it was their integrity and approach that sealed the deal.

"I liked the cut of their jib," Glen said. "They were upfront, honest, and they delivered what they said they would. I had faith in their product and their capability."

Wade McDonough, CEO & Founder of Slipstream, said Glen's involvement has further enhanced the company's development. "Working alongside Camerons has given us the opportunity to leverage 50 years of industry experience in our platform design—fast-tracking development and replacing manual processes and outdated legacy systems."

Investing in Simplicity

Now an investor and advocate, Glen sees Slipstream as more than just a vendor—they're part of the solution to transport's most pressing challenge: complexity.

"The freight task is getting more complicated. You need to give your customers good service and good information, and a lot of that needs to be done in real time," Glen explained. "You can't do that unless you have the right technology."

He believes systems like Slipstream level the playing field, offering small and mid-sized operators the same visibility and efficiency once only accessible to large fleets.

"I'd say, don't waste any time—go and invest right now," he advised. "If you want to grow your business and keep your customers happy, technology is the key."

Wade added that flexibility was a core design principle of the platform: "We've adopted a modular design approach for the platform, enabling carriers to use only the modules relevant to their operations and seamlessly integrate with their existing systems."

Real Results for Bulk Liquid Transport

The system is already being used in sectors beyond general freight, including fuel and chemical distribution—highlighting its adaptability.

"We canvassed the market for a suitable replacement for our legacy systems, but found the options limited. Partnering with Slipstream has enabled us to develop an end-to-end solution that is closely aligned with the specific needs of the Bulk Liquid transport industry," said Emerson Pierce, Executive Leader at John L Pierce Transport.

For Glen, it was this simplicity and adaptability that made Slipstream stand out.

"It was easy to operate and easy to teach staff. It was modern, clean and gave you simple, accurate data," Glen said. "Every conversation I had with them, they understood very quickly what was required. They made it simple."

A Legacy of Innovation

Although Glen stepped back from daily operations following the 2022 sale of his business to DHL, his passion for transport hasn't waned.

"I loved every minute of it," he said of his time in the industry. "I think it's a great career. If you apply yourself and look after your customers, the world's your oyster."

And now, by backing the next wave of transport technology, Glen is helping ensure that future generations of transport operators can continue to grow, innovate and thrive.

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New generation IVECO has landed in Australia. Experience European mastery, quality builds, and unmatched safety across the range.

Overseas models shown.

Simplifying **admin**

> WE ONLY MADE THE TECH INVESTMENT AFTER KNOWING EXACTLY WHERE WE WERE LOSING TIME AND WHY

Simplifying fleet admin with practical changes, not expensive tech

Sometimes the biggest improvements in fleet operations don't come from the latest software, but from simply mapping the current process and asking the right questions.

That was the case at Hume City Council, where Mihnea Stanciuc, Coordinator Fleet Services, led a review of the fleet maintenance workflow. What started as a simple investigation into paper-based job cards turned into a nine-step labyrinth.

"We realised there were way too many touchpoints," Mihnea said. "Operators were filling out pre-starts, calling or emailing faults, workshop supervisors were handwriting job cards, mechanics were writing comments, then admin staff were entering it all again. It was bureaucracy at its worst."

Nine Steps Down to Six

Instead of jumping straight to a new software solution, Mihnea and the team broke the process down and asked: what's adding value, and what's just red tape?

They eventually replaced paper-based pre-starts with digital tablets, giving operators the ability to log faults on the spot. The fleet management system was upgraded to a cloud-based version, allowing real-time visibility. Mechanics could now access job cards instantly on their devices, complete them with drop-downs or auto-fill templates, and supervisors could approve jobs without printing a single form.

"We reduced the steps from nine down to six," Mihnea explained. "But more importantly, we saved about 30 to 45 minutes every day in admin work. That time goes back into the workshop where it's needed most."

Tech Isn't the Answer – It's the Enabler

While digital tools like tablets and cloud software were part of the solution, Mihnea's point is that they only worked after the existing process was understood and challenged.

"A new IT system won't solve a bad process," he said. "We only made the tech investment after knowing exactly where we were losing time and why."

The council didn't stop at maintenance. GPS tracking was already in place, but was extended with swipe card access to forklifts and garbage trucks after a near miss incident. "We couldn't even identify who was driving the forklift at the time," Mihnea recalled. "Now, only authorised and licensed staff can operate those assets."

Real-World Results

Beyond time savings, the changes delivered more control and confidence across the fleet team. Operators were more accountable. Mechanics saved 10 minutes per job. Admin staff were freed up for more important tasks. And Mihnea could now monitor real-time data, fault trends and asset utilisation through a single dashboard.

"We've created transparency," he said. "Everyone is looking at the same data, and we're no longer relying on assumptions."

The team is now preparing for a whole-of-council rollout of an enterprise system, with hopes it will streamline finance, assets and fleet into a true 'single source of truth'. Mihnea is cautiously optimistic: "We know it won't be perfect from day one, but if we've learned anything, it's that you have to fix the process before you throw more software at it."

For Fleet Managers juggling ageing systems, complex approvals and limited admin resources, this case study is a reminder: map the process first, then ask if the software actually helps. You might be surprised how much you can fix with what you already have.

JAC FLEET

The **numbers stack up** with JAC.

- Australia's safest Ute, based on 2024 ANCAP weighted score
- 7 YR unlimited KM warranty bumper-to-bumper^
- 7 YR capped price servicing^
- 7 YR roadside assistance^
- Warranty fully transferable with the vehicle
- 7.6L/100KM fuel efficiency (NEDC combined)[F2]
- Local supply chain & 58 dealer network
- 'Ute-for-Ute' warranty loan program^

^[F2] See jacute.com.au/fleet Terms, Conditions and Exclusions.

EXPLORE JAC FLEET

25 years of change

Koenraad Van Grimbergen

Greg Cowell

How Technology Transformed Fleet Management

Global insights from Sofico's Koenraad Van Grimbergen and Greg Cowell

If you rewind 25 years, fleet management was a very different beast. Back then, systems were built for the back office, customers were happy to wait, and connectivity meant a phone on your desk. Today, it's about speed, scalability and integration – and that transformation hasn't happened by accident.

Koenraad Van Grimbergen, COO APAC and NSA at Sofico, and Greg Cowell, Business Solutions Architect – APAC, have witnessed the evolution of technology in the fleet and leasing industry firsthand. Their global experience provides a window into how change has unfolded and where things are heading next.

From Green Screens to the Cloud

Fleet technology in the late 90s and early 2000s was a product of its time. As Greg puts it, early systems were "green screen systems" – simple contract management platforms built before the internet. "When the internet arrived, these systems had to figure out a way to connect. So they wrapped internet layers around them, but the core was still back-office," he said.

Koenraad explained that the focus then was on processing and record keeping – what he calls "very much a back office technology." It worked for the time but didn't allow for real-time access or customer interaction. "Fleet managers couldn't just log in at night and check their reports or request a vehicle. That level of access wasn't even considered."

The Internet Changed Everything

The move online was the first major shift. Suddenly, customers wanted access to their data – and not just during office hours. "Customers expect the system to be always on," Koenraad said. "It's about 24/7 visibility, and the ability to act immediately – whether that's quoting, reporting, or initiating a new contract."

As smartphones became ubiquitous, expectations shifted again. "The smartphone was a game changer," Koenraad said. "Now we expect to do everything – banking, booking travel, checking fleet status – from the palm of our hand. That drove the need for systems to be more flexible, more integrated, and far more scalable."

A Shift in Architecture

The last decade has seen a fundamental change in how systems are designed. "There's been a move from monolithic systems to service-based architectures," Greg explained. "Rather than trying to build a platform that does everything, you now create APIs that allow specialist providers to plug in."

He gave the example of AutoGuru, a maintenance authorisation platform. "They collect the data, do the heavy lifting in their system, and send us only what's needed – the final accounting data. We don't need to see every line item anymore. That keeps our core system lean and scalable."

Koenraad added that this architectural shift means better outcomes for customers. "Fleets want flexibility and speed. Our system – Miles – is designed to integrate with the best tools for each use case, not try and do everything itself."

Global Learnings Drive Innovation

Sofico operates globally, and both Koenraad and Greg agree that international experience has shaped how they respond to market needs. "Every market is different," Greg said. "In China, for example, you might only get three licence plates a month. That limits growth, so the business model has to change. You can't do traditional fleet management the same way."

Koenraad said European customers tend to lead in areas like electrification

> IT'S ABOUT 24/7 VISIBILITY, AND THE ABILITY TO ACT IMMEDIATELY

and subscription models. "The Nordics embraced EVs early. In Europe, we've seen more interest in flexible, usage-based services. Australia is a bit more conservative, but catching up fast."

What stands out, though, is that every customer is different – even within the same country. "Two FMOs using the same system will still apply it in completely different ways," Koenraad said. "That's where competitive edge comes from – not just what you have, but how you use it."

Subscription, Sharing and AI – What's Next?

While there's been plenty of hype around vehicle subscriptions and car sharing, both Koenraad and Greg caution that the market isn't quite there yet. "You need critical mass," said Koenraad. "It has to be financially sustainable for an FMO, and we're not seeing that demand just yet in Australia."

Greg believes another big shift might be needed before these models take off. "It might take autonomous vehicles to really push sharing forward. The tech is ready – the market isn't."

Instead, he sees artificial intelligence as the next genuine leap. "AI is going to be as big as the internet was. The opportunity to use it for forecasting, efficiency, asset management – it's huge."

Bringing OEMs into the Mix

Another trend is the increasing interest from OEMs wanting to offer mobility and fleet services directly. "OEMs want to own more of the customer journey," said Greg. "Traditionally, they lost contact after the sale, but now with services like subscriptions or bundled maintenance, they're staying involved."

Koenraad pointed out that this shift is changing Sofico's customer base. "We're now seeing more OEMs approach us for retail and fleet systems. They want to offer services like guaranteed future value and bundled service packages to retail buyers – not just fleets."

The Road Ahead

It's clear that fleet management is no longer just about managing vehicles. It's about integrating data, connecting services and responding to customer needs in real time.

Koenraad summed it up well: "You can't just build one system to do everything. You need to build for agility. That's what the market expects – and that's what will keep FMOs competitive over the next 25 years."

And while the technology has changed dramatically, one thing hasn't – the importance of understanding what customers actually need, and building systems that help them get there faster. That, according to Greg and Koenraad, is the real story behind two and a half decades of evolution.

Fleet Industry Podcasts

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Supporting fleet technology change

A challenging context...

When looking at crashes in livestock transport, NTI's extensive claims data reveals what most industry participants would already know. That there are two key risks: firstly, falling asleep and secondly falling over - single vehicle rollover crashes.

The Australian Livestock and Rural Transporters Association (ALRTA) recently completed a project to address this latter risk through better use of smart braking technologies. This project, known as 'Braking Habits', was supported by a Heavy Vehicle Safety Initiative grant. The National Truck Accident Research Centre (NTARC) and the National Road Safety Partnership Program (NRSPP) were honoured to be able to contribute to the project.

Mention 'smart braking' technologies around the livestock transport industry and it won't be long before someone shares horror stories of bad experiences with the technology. These generally can be grouped into two categories. Firstly, poor experiences while the technology is working, most commonly issues with uneven braking between different units in a combination particularly under very light braking. Secondly, poor experiences where the technology stops working, most commonly issues with wheel speed sensors, wiring and connectors and voltage drop.

Add into this mix, the reality that most livestock transport businesses are quite conservative when it comes to adopting technology. The combination of limited vendor support in regional areas and a strong preference for simple proven systems meaning that they tend to be late adopters of technology rather than at the cutting edge.

With that as context, trying to deliver a project to promote smart braking technology might be seen as somewhat of a fools' errand, however this needs to be weighed against the potential benefits. Rollover crashes are major events and when dozens of livestock are involved this is magnified. There are significant risks to driver safety, with around one in fifty single-vehicle rollover crashes resulting in a driver fatality and on top of that these events can have very negative animal welfare outcomes.

...needs an authentic touch

The ALRTA's braking habits set out to incorporate the – often difficult - experiences of operators in adopting this technology by taking an industry-led approach that pulled no punches. Being clear that change would need to occur in many places, in the office, on the road, at the trailer manufacturer and with their brake system vendors.

This resulted in a resource pack that avoids any promises of silver bullets, but rather starts by explaining in simple terms, what these technologies are and why the livestock transport industry should actually want them, not just tolerate them.

Once awareness and knowledge has been established, the project resources then shift focus to simple things that can be done to make the process run smoothly. This includes purchasers of trucks and trailers being very clear with their suppliers around their expectations and having robust processes to ensure the equipment has been well built for in-service reliability.

A simple example of this is the EBS sockets used to connect between units in a combination. Given the harsh operating environment, these need to have crimped (not screwed) terminals with O-ring sealing and should be mounted at-most horizontally or preferably at a 15 downward angle, lest they fill up with 'effluent'. This should be included in specifications when ordering equipment and checked at delivery.

Start and finish with your people

Another big focus area for the project was helping livestock transport businesses to take their people on the journey around smart brakes, doing change 'with' their people rather than 'to' their people. This is woven into many of the resources and also includes standalone resources focussed on informing and supporting the human elements of change.

This includes a toolbox talk kit, built in the same format as the NRSPP's widely acclaimed Heavy Vehicle toolbox talks. Also included is a guide for managers on how to have positive and effective discussions with their drivers when looking at the data created by smart braking systems.

Finally, these were supported by posters and short guides to reinforce the key information among personnel, whether they're in the office, truck cab or workshop.

The beginning not the end

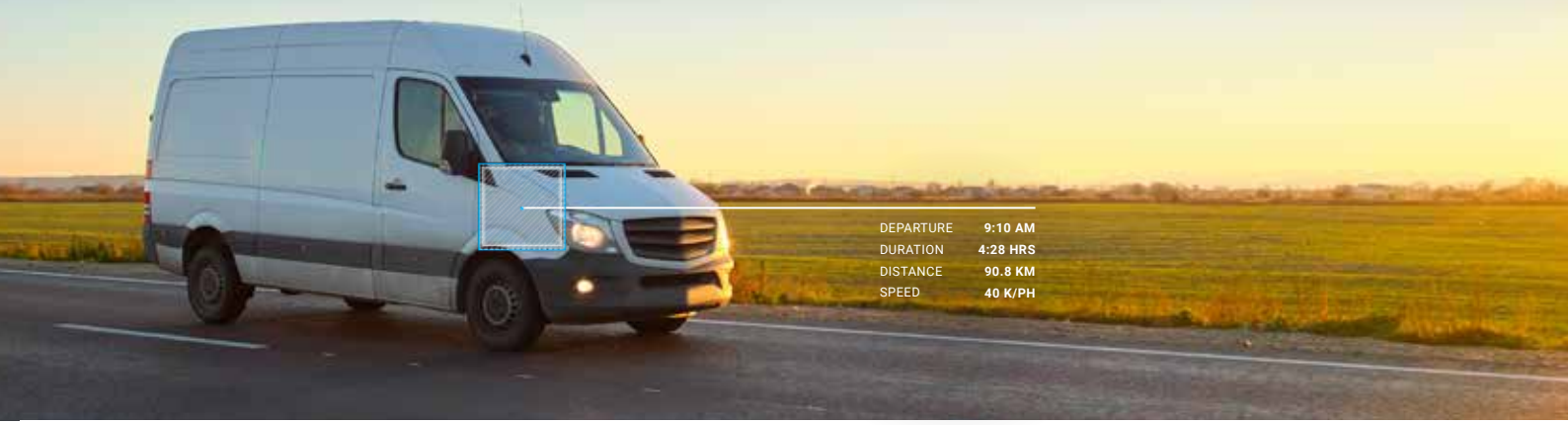
The braking habits project acknowledged that the project resources represent a first step towards better use of smart braking technology in livestock transport and that there will need to be additional work and there will be further challenges, hurdles and opportunities to share and collaborate.

The resources are also applicable outside of livestock transport, whether that's just for general awareness around smart braking technology, to borrow ideas around change management or for other high rollover risk occupations such as tankers, refrigerated transport and logging.

Scan the QR code to visit the ALRTA project website page.

Enhance fleet management through innovation and sustainability

As a global leader in IoT and connected transportation, Geotab processes and analyses data from over 4 million connected vehicles, generating over 75 billion data points per day. It's a huge amount of data, and it is most powerful when we have the right tools to securely and efficiently manage it. That's why we have partnered with Google to leverage Google Cloud's data analytics and machine learning solutions.



GEOTAB Google Cloud

Championing Innovation and Sustainability

Geotab has been awarded two Google Cloud Customer Awards for its achievements in the transportation sector. Recognition in both the Cross Industry and Sustainability categories underscore Geotab's successful use of Google Cloud's analytics to innovate and drive sustainable practices in fleet management.

Kirsten Kliphouse, the President of Google Cloud Americas says that the Awards are an opportunity to recognise the most innovative, technically advanced, and transformative cloud deployments across industries globally built on their platform.

In her congratulatory message to Geotab, she acknowledged Geotab's role in "serving as an innovator for the industry", which also highlights Geotab's innovative integration of data to revolutionise the transportation sector, leading to transformative impacts across organisations and customers around the world.

Empowering sustainable transportation

As the world's premier EV telematics provider, Geotab has demonstrated its commitment to reducing emissions through its Electric Vehicle Self-Assessment (EVSA) tool, which won Google Cloud's Award for Sustainability.

The tool provides tailored EV recommendations to support businesses and governments in transitioning to electrified fleets. For two consecutive years, Geotab was also identified as a Cross-Industry winner impactful transformation facilitated by Google Cloud. The award also acknowledges the launch of the Intelligent Transportation Systems (ITS) and its flagship transportation analytics platform Altitude.

Altitude has been pivotal in supporting government agencies by offering actionable, privacy-conscious data insights for city planning and transportation network enhancements.

Strong synergy of Geotab and Google Cloud show great potential

As a valued partner in the Google Cloud Ready - Sustainability validation program, Geotab plays a crucial role in accelerating sustainability programs and informing strategic decisions for future developments.

Geotab's collaboration with Google Cloud delivers significant benefits, including real-time improvements in driver safety and behavior, advancement of sustainability goals, enhanced productivity and significant cost savings.

This partnership not only redefines fleet management standards but also illustrates the impactful role of technology in fostering a more sustainable and efficient transportation industry.

An industry-leading solution

Geotab's partnership with Google demonstrates the company is at the forefront of leveraging data analytics and machine learning to enhance fleet management, drive sustainability and create safer transportation systems worldwide.

By integrating Google Cloud's advanced analytics with its telematics expertise, Geotab is confident of continuing its lead in the development of sustainable transportation solutions, demonstrating the profound impact that innovative technology can have on the transportation system today.

For more information, visit **geotab.com/au/**

Off-grid **power solutions**

CPB Contractors leads with innovation in mixed asset fleet

With more than 4,000 assets spread across Australia, New Zealand and Papua New Guinea, CPB Contractors is a company that defies the conventional idea of a 'fleet'. From graders and cranes to electric vehicles and solar-powered site sheds, its asset mix is as diverse as its infrastructure projects — and that's exactly how the business likes it.

As a member of the CIMIC Group and with a track record of over 90 years, CPB Contractors delivers major works in roads, rail, tunnelling, defence, health, building, resources, water and energy. At any one time, the company may have up to 50 active projects, ranging from city-shaping infrastructure to remote energy builds.

Yet despite its scale, CPB Contractors runs a lean core fleet, maintaining flexibility by leveraging project-based hires and subcontractor assets. The focus is not on size, but on smarts — especially when it comes to using new technology and reducing emissions.

"Our core fleet has remained fairly stable over the last three years," James Stuart, Group Manager, Plants and Assets at CPB Contractors, told Fleet News Group. "It usually makes up around 20 to 30 percent of the assets on a project, with the rest brought in as needed to support ramp-up and ramp-down periods."

More than just vehicles

Cars and light commercials play a role, but they're only one part of a complex ecosystem that includes dozers, dump trucks, cranes, loaders, compactors, paving equipment, scrapers, generators and even handheld survey gear.

These assets are powered by a mix of diesel, petrol, electric, hybrid, solar and battery sources. Some are owned, others leased or hired, depending on the nature of the project and the expected utilisation.

It's a multifaceted approach that demands a well-thought-out strategy for procurement, deployment, safety and environmental impact — and one CPB Contractors continues to refine.

"The diversity of our fleet reflects the complexity of our worksites," advised Stuart. "We're not just moving people — we're building the infrastructure that moves entire cities."

Building sustainability into the site shed

One of the most impactful innovations of the past 18 months hasn't come from a vehicle or piece of heavy machinery, but from the humble site office.

The company's in-house designed ECOPRO Mobile Site Facilities and ECOPRO Mobile Solar Hybrid Power Supply solutions are proving to be game changers, providing off-grid power and energy-efficient solutions for temporary worksites — often located in remote or challenging environments.

"We've improved fleet efficiency through the strategic adoption of new energy technologies, including solar, battery, LED, and hybrid and electric systems," Stuart said. "Our ECOPRO range is delivering measurable benefits in terms of energy use, emissions and operating cost."

This includes not only hybrid and electric-powered plant equipment but also the integration of solar and battery tech into remote setups. It's a bold move, and one that aligns with CPB Contractors' commitment to the UN's Sustainable Development Goals.

"To bring renewable energy directly to our construction sites, we're developing and deploying our ECOPRO equipment. This is tailored to the specific challenges of our projects, ensuring that every site, regardless of location or environment, can benefit from sustainable energy solutions."

A long-term decarbonisation plan

When it comes to decarbonisation, CPB Contractors isn't rushing to tick boxes. Instead, the business has taken a measured approach, embracing electric and alternative fuel assets where they make sense — and trialling emerging technologies in real-world scenarios.

This includes early adoption of hybrid and electric machines, the introduction of biodiesel and hydrogen trials, and

MOBILE SOLAR HYBRID POWER SUPPLY SOLUTIONS ARE PROVING TO BE GAME CHANGERS

the use of solar-powered facilities as standard in newer sites.

"Our emissions reduction strategy is multifaceted," explained Stuart. "Some gains are achieved through routine fleet replacement and the introduction of cleaner, newer assets. Others come from testing and integrating alternative fuels like biodiesel, renewable diesel and hydrogen. We're not just watching — we're participating."

The company's ESG strategy is clearly aligned with the projects it builds. As contractors move deeper into renewables and energy infrastructure, their own practices must lead by example. That's a challenge CPB Contractors has embraced.

Safety and efficiency go hand in hand

Like most major fleet operators, CPB Contractors is leveraging telematics and safety technology to make worksites safer and more productive. But given the size and scope of its operations, the business has gone further — introducing a suite of advanced systems across its plant and light vehicle fleet.

This includes 360-degree camera systems, secondary safety systems on elevated work platforms, HEPA filtration in enclosed cabs, pedestrian detection systems, autonomous braking, Slew Safe®, Safety Radar, and dual-axis inclinometers.

"We take safety incredibly seriously, introducing a range of new solutions and technologies to minimise risk and create efficiencies across our worksites," said Stuart. "Some are well-established and easy to integrate; others are emerging technologies that we trial, assess and adapt."

And it's not just about what's bolted onto the machines. The business uses in-vehicle monitoring systems (IVMS) and telematics to optimise operations — identifying underutilised assets, managing idle time, and triggering preventative maintenance through fault codes and trend analysis.

"Telematics are a key tool," stated Stuart. "They help reduce downtime costs by quickly locating assets, monitoring performance and supporting informed decisions about when to repair, redeploy or replace."

Innovation from the ground up

Perhaps what sets CPB Contractors apart is its willingness to build its own solutions when the market can't deliver what it needs. That's a rare trait in a sector known for buying off-the-shelf and making do.

"A key innovation has been the development of our internal capacity to create custom-designed, sustainable equipment solutions," Stuart explained. "This enables us to go beyond off-the-shelf options and develop fleet solutions that are tailored to specific project needs."

This approach delivers threefold benefits: operational efficiency, cost savings, and improved environmental performance. It also gives the business more control over technology integration and ensures that each asset is fit for purpose in the environments it's needed most.

In short, it's not just about 'having a fleet' — it's about having the right fleet, for the right job, with the right technology.

Future-facing, but grounded in reality

While CPB Contractors is clearly investing in innovation, it hasn't lost sight of the commercial realities of construction. Equipment still needs to be cost-effective, available, and deliver performance in harsh conditions — from city tunnels to outback energy sites.

"Education is key — not just about what's possible, but what's practical," confirmed Stuart. "New technology has to be understood in terms of cost, fit for purpose and availability. That takes time, testing and a willingness to adapt."

With a stable core fleet and a flexible supply chain, the company is well positioned to scale up or down based on project demand. That flexibility is one of the key reasons why CPB Contractors continues to win major tenders — and why it's able to trial new technology without disrupting operations.

CPB Contractors is a company that builds the infrastructure of tomorrow — and its fleet strategy reflects the same ambition. With a diverse mix of assets, a deep focus on sustainability, and an in-house capability to innovate where needed, it's setting a high bar for how fleets can be managed in complex, high-stakes environments.

It's not about chasing trends — it's about staying ahead of them, on their own terms.

"We're outcomes focused," Stuart concluded. "And that includes outcomes for our people, our clients, our communities and the planet."

Tech-driven future

Tech-Driven Future: What's Next for Fleet Managers?

In a bold and thought-provoking keynote at the 2025 IPWEA Fleet Conference, Will Batty, Associate Vice President of Business Development – APAC at Geotab, challenged fleet professionals to embrace the accelerating pace of technological change. His presentation, titled How Will Technology Change Fleet Management in the Next Five Years?, laid out a clear roadmap for the industry: harness AI, prioritise sustainability, and integrate video telematics for safety. It was both a wake-up call and a vision of what's possible.

"Are you going to be the horse or the car?" Will asked the room. "Because the journey starts today."

AI Is No Longer Optional

Will opened by comparing today's fleet transition to the early 1900s shift from horse-drawn carts to cars. "Technological change happens fast," he said. "The automotive revolution didn't take 50 years — it took 13." That pace of change, he warned, is what we're facing now with fleet technology.

Artificial Intelligence (AI) was the first and most transformative trend in Will's presentation. While AI might feel like a buzzword, he reminded the audience that it's been in telematics for years, helping crunch data behind the scenes. What's new is generative AI — tools like ChatGPT that create insights, not just analyse numbers.

"The main benefit of AI is that it moves us from being reactive to being proactive," Will said. "It helps fleet managers predict breakdowns before they happen, identify risky drivers, reroute vehicles in real time, and save hours lost in data analysis."

He explained that AI will increasingly become a co-pilot. For example:

Predictive maintenance can analyse past service history and detect early signs of failure, helping managers fix issues before they become expensive downtime.

Driver behaviour analysis can identify high-risk patterns and flag potential accidents before they happen.

Natural language queries in telematics systems will let managers ask questions like "Which drivers idled the most last week?" and get instant answers — no spreadsheets required.

Will reinforced that AI won't replace fleet managers, but it will elevate their role. "It's going to free up your time, so you can focus on strategic planning instead of firefighting."

Sustainability As a Competitive Advantage

The second major theme of Will's presentation was sustainability, specifically the transition to electric vehicles (EVs). While many in the room acknowledged EVs as the future, Will urged fleet managers to take action now and make data-driven decisions.

"Sustainability isn't just good for the environment. It's becoming a competitive advantage," he said. "Fuel and maintenance costs are volatile. EVs offer a 30 percent reduction in operating costs — but only if you manage them correctly."

Telematics and fleet management systems now offer real-time data on battery health, state of charge, energy consumption and charging behaviour. But AI is the game-changer here too.

"If you get back to the depot and realise you forgot to charge a vehicle, you're in trouble. AI can help prevent that by giving you insights and alerts before it's too late," Will explained.

He also addressed common barriers to EV adoption, like infrastructure planning. Many fleets are unsure where to install chargers or how many they'll need. That's where historical driving data becomes vital.

"Instead of hiring a consultant, use the data you already have," Will said. "It can tell you which vehicles to electrify, what routes they run, how much carbon you'll save, and where to put charging stations. It's all there — you just need to unlock it."

And for fleets not ready to go fully electric? There's still opportunity. Analysing idling, unnecessary trips, and inefficient routes can drive emissions and cost savings right now.

Video Telematics to Drive Safety

The final trend Will spotlighted was the rapid rise of video telematics, powered by AI. He referred to it as "the new seatbelt" for fleets — an essential tool, not a nice-to-have.

"Traditional telematics told you something happened. Video telematics tells you why," Will said.

Dash cams, inward and outward-facing, now do more than record incidents. With AI, they can detect drowsiness, distraction, and poor driving behaviour in real time — alerting the driver before an accident occurs.

He shared a personal example where his vehicle was involved in a sudden stop to avoid hitting a child. While the data flagged a harsh braking event

IDENTIFY HIGH-RISK PATTERNS AND FLAG POTENTIAL ACCIDENTS BEFORE THEY HAPPEN

(which might penalise a driver), the video provided crucial context and showed that the action was necessary and skilful.

Beyond safety, Will emphasised how video supports driver coaching, giving fleet managers more effective ways to show behaviour and improve performance. But he also acknowledged the challenges, especially around privacy, data management and driver resistance.

“This is sensitive data,” he said. “So you need policies, access controls and a strategy. You also need the right tech partner to filter what matters — no one wants to watch 500 hours of footage.”

Over the next five years, Will expects video to be deeply integrated into fleet systems, with AI helping prioritise clips and flag issues automatically.

The Fleet Manager of the Future

The role of the Fleet Manager is evolving fast. “It’s no longer just about vehicles. You’re becoming a data analyst, a change leader, a tech-savvy strategist,” Will said.

To keep pace, he urged delegates to upskill, experiment, and work closely with technology partners. “Don’t wait for next year. Start today.”

His final question to the room was powerful:

“When the next shift comes — will you be the horse stuck in traffic, or the car driving past?”

For Australian fleet professionals, it was a call to action that couldn’t be clearer. The next five years won’t be about small adjustments — they’ll be about transformative leaps. With

AI, sustainability, and safety tech all converging, those who act early will set the pace.

Next-generation machines

From Wheels to Walkers: Why Fleet Managers Are Perfect for the Asset Management Future

In a thought-provoking keynote that captured the attention of the entire audience at the 2025 Australasian Fleet Education & Leadership Summit, Eden Shirley, Founder of AutoGuru, made a compelling case for redefining what it means to be a Fleet Manager in the years ahead.

While the broader industry conversation remains fixated on electric vehicles and AI, Shirley looked further down the road — to a future where the assets under management won't just be utes, vans and sedans. They'll include drones, autonomous robots, and mobile machines that look nothing like a traditional vehicle but require the same level of oversight, compliance, and care.

And the punchline? "They sound like things you guys do now," Shirley told the audience.

From Vehicles to Autonomous Assets

Shirley explained that as technology evolves, the nature of fleet assets is changing. Autonomous vehicles — once a concept reserved for science fiction — are now being trialled on roads in the US and in controlled environments across Europe and Asia. But perhaps even more significant are the strides being made in other categories of mobile machinery.

Autonomous drones are already being deployed in agriculture and emergency services. Industrial robots are entering distribution centres, performing tasks without human guidance. Shirley pointed to companies like Agility Robotics, Figure AI and UBTech, which are on track to mass-produce thousands of mobile robotic units over the next few years.

"These assets will be financed, leased, and deployed into operations just like vehicles are today," he said. "They'll need servicing networks, compliance checks, and infrastructure to support their usage. And that's where you come in."

Fleet Managers: Already Asset Managers

Shirley argued that fleet professionals are already equipped with the core competencies needed to manage these future assets. Whether it's tracking total cost of ownership, planning for downtime, ensuring safety compliance, or coordinating maintenance schedules — the principles are the same, even if the asset moves on two legs instead of four wheels.

The transition will require new knowledge, particularly around charging infrastructure, software updates and component management. But Shirley believes the fleet profession already has the mindset required to take it on.

"You already understand what it takes to manage mobile assets at scale," he said. "You've got the systems, the suppliers, the data — and most importantly, the thinking — to handle what's next."

> THESE ASSETS WILL BE FINANCED, LEASED, AND DEPLOYED INTO OPERATIONS JUST LIKE VEHICLES ARE TODAY

Planning for What Comes After EVs

Shirley's view was refreshing in its refusal to dwell on electric vehicles. "EVs are already embedded in the fleet conversation," he said. "The real question is — what's next?"

He pointed to the emergence of "non-vehicle" assets that still move and operate in the field. These include:

- Agricultural drones for crop spraying
- Autonomous delivery robots in logistics
- Warehouse bots that replace forklifts
- Robotic service assistants in customer-facing industries

All of these assets will need to be procured, tracked, serviced, insured, and eventually decommissioned. And for Shirley, that's a familiar playbook for any experienced fleet professional.

Building the Support Network Now

AutoGuru has already begun preparing for this future. Shirley announced a partnership with CR Kennedy — a distributor of robotic systems and drones — to build a national service network capable of supporting these next-generation machines. The company is also working on data integrations and job scripting frameworks that can be applied across a wider range of asset categories.

"The future doesn't come with a manual," Shirley said. "We're going to need new data, new tools, and new relationships to support it — but the good news is, we're already on the path."

The Message to Fleet Managers

The key message from Eden Shirley's keynote was one of opportunity. As the definition of a "fleet" broadens to include all sorts of mobile technology, the role of the Fleet Manager becomes even more critical — and potentially more influential across the business.

Fleet managers aren't just keeping vehicles on the road. They're managing assets that move. And in the years ahead, that simple shift in perspective could unlock an entirely new frontier of responsibility — and career growth — for the profession.

"Your skill set is more valuable than ever," Shirley concluded. "And your future isn't just about vehicles. It's about everything that moves."

Reporting automation

Logmaster's Digital Drive

How two entrepreneurs turned a rideshare problem into a national transport solution

When Josh Saunders and his business partner Stewart Flecknoe-Brown noticed a recurring safety concern in the rideshare industry, they didn't just raise the issue—they built a business to solve it. Today, Logmaster is a homegrown success story transforming transport compliance in Australia with Electronic Work Diaries (EWD), and the company is just getting started.

From Rideshare to Truck Safety

Josh's tech journey began during his stint helping to launch the rideshare company Ola in Australia. "We kept hearing from passengers that their drivers looked exhausted or were swerving," Josh said. "We realised there was no effective way to monitor fatigue in real time."

This concern sparked the initial idea: a digital platform to manage driver fatigue. But when the government showed little urgency in regulating fatigue for passenger transport, the duo pivoted. Transport operators, facing complex fatigue rules and disjointed tech, asked, "Where's ours?"

In 2019, Logmaster was born with a vision to serve the heavy vehicle sector with user-friendly, compliant technology. "We saw dissatisfaction everywhere—long support wait times, clunky tech, no real training. We knew we could do better," said Josh.

Tech That's Actually Helpful

Josh doesn't come from a tech background—his roots are in sales and digital marketing. But that didn't stop him from assembling a team to build Logmaster from the ground up. They partnered with a subject matter expert to ensure the software followed every nuance of heavy vehicle fatigue regulations. Their ultimate goal? Accreditation by the NHVR.

By 2022, they'd achieved it. Logmaster became a device-agnostic EWD approved for use across Apple and Android phones. "It took longer, but it meant drivers could use the phone already in their pocket. That accessibility paid off," Josh explained.

User Ripple Effects

Rather than go it alone, Josh and Stuart focused on a channel strategy. Logmaster partnered with more than 100 commercial distributors—including major telematics providers—to integrate their EWD into existing fleet solutions.

"It meant we didn't need a sales army—we had 100 small ones already on the ground," Josh said. But even with a powerful distribution network, the true test was driver adoption.

"We knew the product had to be loved by drivers," Josh said. "And when they like it, they rave about it." And that is what is happening.

Logmaster has many drivers advocating and promoting the EWD to their friends and colleagues. Even the older generation of drivers, some in their 80's, initially sceptical, are giving it a go, enjoying their experience and they end up convincing others to switch.

From there, it snowballed. Drivers started sending clean digital reports to their employers. Transport offices, impressed by the ease and accuracy, began calling Logmaster asking for fleet-wide rollouts.

ROI That Makes Sense

Beyond compliance, Logmaster delivers measurable efficiency. "On paper, breaks are counted in 15-minute blocks. But with EWDs, it's down to the minute," said Josh. That's more legal drive time per day—up to an hour for each driver. Multiply that across 60 trucks, and the ROI is obvious.

Office staff benefit too. Instead of drowning in logbooks, defect reports and waybills, everything is submitted digitally in real time. "You move from retrospective to real-time compliance," Josh said. "One company told us audit prep used to take a week. Now, an auditor could walk in unannounced, and they're ready."

Growing Influence and Future Upgrades

Since its accreditation, Logmaster has expanded fast, with strong interest from both enterprise and small operators. At the 2025 Brisbane Truck Show, Josh noticed a shift. "There was less fear and more curiosity. Drivers were saying, 'This thing is changing my life.'"

Looking ahead, the company is preparing for HVNL 2.0 and expansion into New Zealand. "We're rolling out new modules based on what our users tell us they need—more integration, more automation, more value."

Advice to Operators? Just Ask

Despite the tech focus, Josh still gets on the phone with drivers and operators. "If someone's unsure, I tell them to call us. We're not here to push software. We're here to solve problems."

That simple, human approach might just be Logmaster's biggest innovation yet.

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Fleet NEWS GROUP

Daimler's **EV trucks**

Daimler's EV Trucks Fit The Job, Not Just The Trend

Daimler Truck's expanding electric range is designed to suit a variety of applications using common technology platforms.

The transition to electric trucks is gaining momentum in Australia — and Daimler Truck is leading the charge with a versatile range of products designed to suit diverse operational needs.

At this year's Brisbane Truck Show, the Daimler stand showcased four electric trucks, the largest display of electric vehicles at the event. It highlighted not only Daimler's investment but also the maturing curiosity of the transport industry.

"We had customers who already knew the vehicles and wanted to explore the differences between the four models, and others who were curious about the technology, especially our unique e-axle," said Daimler Truck Head of Vehicle Homologation, Regulatory Affairs and Future Mobility, Romesh Rodrigo.

Matching Vehicles To Tasks

Daimler Truck's approach to electric technology is about versatility and modularity. The company's electric offerings range from the Fuso eCanter light truck through to the Mercedes-Benz eActros and the Econic, which is tailored for waste and specialist applications.

"The biggest advantage for customers is that while the vehicles cater to different tasks, they share an underlying design philosophy. Our e-axle technology allows us to be modular — we can offer different wheelbases, GVMs and battery configurations to suit specific needs," Romesh said.

This flexibility extends to charging capability. The Fuso eCanter, aimed at urban delivery and council work, supports both AC and DC charging. In contrast, the larger eActros and Econic, typically deployed in heavier-duty applications, are optimised for DC charging.

Battery technology also varies by application. The current Fuso eCanter uses LFP batteries — a technology Daimler will adopt in future Mercedes-Benz products — while the eActros currently uses nickel cobalt manganese batteries.

Similar Cab, New Power

One design choice that fleets will appreciate is that Daimler's electric trucks retain familiar cabins and controls.

"Our strategy is to make these trucks feel seamless for operators. The interior of the electric Actros is identical to its diesel counterpart. From a driver's perspective, it should not feel like a dramatically different vehicle," Romesh said.

That extends to aftersales support. Daimler's dealer network is being trained to service electric trucks just as they do diesels, and the company offers standard driver training to help fleets maximise the benefits of the new powertrains.

> THE INTERIOR OF THE ELECTRIC ACTROS IS IDENTICAL TO ITS DIESEL COUNTERPART

Early Deployments And Learnings

While the Australian market is still in the early stages of electric truck adoption, the momentum is building.

Romesh said that Australia is “still at the curiosity stage”, but some customers are moving forward. The landmark Centurion deal in Western Australia will see 30 eActros units enter operation, supported by ARENA funding. Other early deployments include vehicles into the Port Stephens Council and Australia Post.

“Each deployment teaches us and our customers valuable lessons — particularly about charging infrastructure and how to manage the transition,” Romesh said.

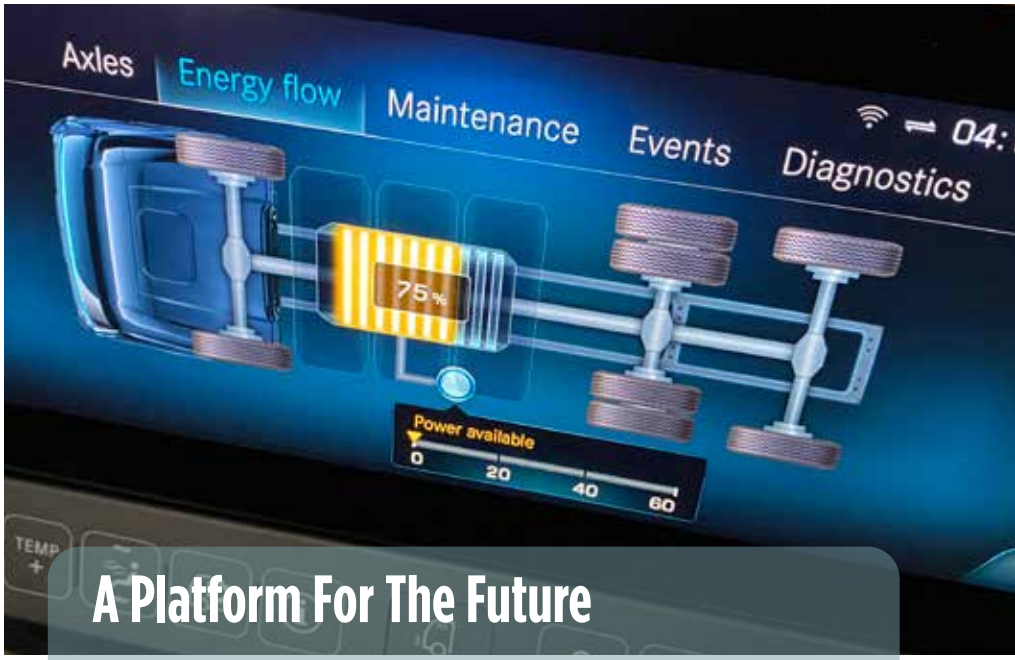
Looking At Total Cost Of Ownership

As with all new technology, understanding the total cost of ownership is critical. Romesh believes Australia can learn from Europe, where operational incentives such as reduced tolls and registration fees are helping offset the higher capital cost of electric trucks.

“Policy is key. Rather than short-term incentives, long-term policies that recognise the operational benefits of zero-emission vehicles would give fleets the confidence to invest,” he said.

Operational savings will depend on how fleets manage their energy sourcing. Fleets with solar generation and battery storage will benefit most, but maintenance savings will also accrue over time.

“These trucks are not maintenance-free — they still have tyres, hubs and rotors — but they are mechanically simpler. Over time, we expect maintenance costs to reduce as the market matures,” Romesh said.



A Platform For The Future

Daimler’s e-axle technology is designed with the future in mind. It provides a common platform that can evolve to support other zero-emission powertrains, such as hydrogen fuel cells.

“This is a dynamic space. The investment we’re making in electric axles today will also support our future powertrains,” Romesh said.

For fleets planning their transition, Daimler’s approach offers a clear message: the technology is here now — and it’s designed to work.

Park brake **safety upgrade**

Bendix's Electronic Park Brake for Toyota Hilux: A Game-Changer for Fleet Safety

Fleet safety is a top priority for businesses operating in demanding industries, where vehicles face tough conditions and heavy workloads daily. Recognising the unique challenges fleet operators encounter, Bendix has developed an innovative Electronic Park Brake (EPB) system tailored specifically for the Toyota Hilux, one of Australia's most popular fleet vehicles. This advanced braking solution not only addresses safety concerns but also enhances operational efficiency, particularly in industries like construction, mining, and civil works.

Addressing Real-World Safety Challenges

The Toyota Hilux is a staple in Australian fleets, thanks to its reliability, durability, and adaptability. However, as Ian Campbell, Head of Product Management at Bendix, highlights, the Hilux's traditional mechanical park brake system has limitations, especially when the vehicle is heavily loaded or operating on challenging terrain.

"The biggest issue with the Hilux was the design of the handbrake system," Campbell explained. "The handbrake cable runs from the lever inside the cabin, around several pulleys to avoid the fuel tank and exhaust system. Over time, as the cable stretches with use, the handbrake loses efficiency, especially when the vehicle is under heavy load."

This inefficiency has led to serious safety concerns, particularly for fleet operators who load their Hiluxes with service bodies, tools, and equipment, often pushing the vehicle's Gross Vehicle Mass (GVM) to its limits. In these scenarios, the traditional handbrake struggles to hold the vehicle securely, increasing the risk of rollaways — a hazard that can lead to costly damage, injuries, or worse.

The Bendix Solution: A Smarter, Safer Park Brake

Bendix designed its Electronic Park Brake (EPB) to directly address these concerns, offering a more reliable and powerful braking solution for the Toyota Hilux. The system automatically engages the park brake under key conditions, significantly reducing the risk of human error — one of the leading causes of rollaway incidents.

"We've engineered the EPB to apply automatically when the vehicle is placed in park, when the driver's door is opened, or when the engine is switched off," said Campbell. "This removes the reliance on the operator to manually engage the handbrake, which is especially important in high-pressure environments like worksites or mines."

This level of automation ensures that the park brake is always engaged when it needs to be, even if the driver forgets or is in a rush — a common issue in fleet operations where time is money.

Superior Holding Power for Demanding Conditions

One of the standout features of Bendix's EPB is its superior holding strength. The Australian Design Rules (ADR) stipulate that a park brake must hold a vehicle on an 18% gradient, but Bendix went above and beyond, testing its EPB on a 60% gradient (42 degrees) — a standard typically used for military vehicles.

"We've tested the EPB at full GVM on a 60% gradient, ensuring it can handle the most extreme conditions," Campbell noted. "It's strong enough to hold a heavily loaded Hilux on steep inclines, providing peace of mind for fleet operators."

This capability is particularly crucial in industries like mining, where vehicles often operate on uneven and unstable terrain. In some mining operations, vehicles are parked with their rear wheels in trenches to prevent rollaways — a practice Bendix's EPB aims to make obsolete.

Enhanced Safety Through Operator Error Prevention

Beyond its strength, the EPB system has been designed to minimise the risk of accidental disengagement. Unlike some EPB systems that automatically release when the accelerator is

> THE STANDOUT FEATURES OF BENDIX'S EPB IS ITS SUPERIOR HOLDING STRENGTH

pressed, the Bendix solution requires a deliberate manual action to disengage.

"To release the EPB, the driver must be seated with their foot on the brake pedal and manually press the switch," Campbell explained. "This ensures that the vehicle can't be accidentally moved, even if someone leans into the cabin or drops something onto the control panel."

This design significantly reduces the chance of operator error — a major factor in workplace accidents involving fleet vehicles.

Seamless Integration with Fleet Operations

Bendix's EPB isn't just about safety — it's also designed with fleet management in mind. The system integrates smoothly with existing Hilux models, making it a practical upgrade for fleet operators looking to enhance vehicle safety without overhauling their entire fleet.

Additionally, Bendix considered parts availability and serviceability during the design process. "We use common components where possible — for example, the rear disc brake conversion in the EPB system uses a Land Cruiser rear pad, which is readily available across Australia," Campbell pointed out. "This means fleet operators aren't tied to a specific supplier and can maintain their vehicles more efficiently."

This approach reduces downtime and ensures that fleets can keep their vehicles on the road longer, with minimal disruption to operations.

The Benefits for Fleet Operators

The Bendix Electronic Park Brake offers a range of tangible benefits for fleet operators, including:

- Improved Safety: Automatic engagement reduces the risk of rollaways, protecting staff and assets.
- Enhanced Performance: Superior holding strength ensures vehicles remain secure, even on steep inclines.
- Reduced Operator Error: Automated functions and manual disengagement protocols prevent accidental releases.
- Operational Efficiency: Seamless integration with existing vehicles and commonly available parts make maintenance straightforward.
- Regulatory Compliance: Exceeds ADR requirements, providing peace of mind for businesses operating in high-risk environments.

A Smarter Future for Fleet Safety

As fleet operators continue to seek out safer and more efficient solutions, Bendix's Electronic Park Brake represents a significant step forward in vehicle safety technology. By addressing the real-world challenges faced by fleet drivers, especially in industries where heavy loads and challenging terrain are the norm, Bendix has created a product that not only improves safety but also enhances operational efficiency.

"Our goal was simple — to remove as much risk as possible," Campbell concluded. "By automating the park brake and enhancing its performance, we're helping fleet operators protect their vehicles, their staff, and their bottom line."

With innovations like the EPB, Bendix continues to solidify its reputation as a trusted leader in Australian manufacturing, delivering solutions that allow fleet managers and drivers alike to "put their foot down with confidence."

AI in fleet **management**

The Practical Uses of Artificial Intelligence in Fleet Management

Artificial Intelligence (AI) isn't replacing Fleet Managers anytime soon—but it is already helping them make faster, smarter decisions. That was the key message from the expert panel hosted by IPWEA Consultant, Ken Goldberg, at the 2025 IPWEA Fleet Conference.

The panel featured Darren Gore, General Manager at Summit Fleet Leasing and Management; Richard Biffin, Chief Technology Officer at Smartrak; Mark Hosking, CEO at Formbird Fleet; and Alkan Ciftci, Business Development Manager at Geotab. Each brought a pragmatic lens to the discussion, viewing AI not as a silver bullet, but as a powerful tool—when used correctly.

"AI is not going to design you a house or write your fleet policy from scratch," said Mr Hosking. "It's better to think of it as a smart assistant. It helps with pattern recognition and decision support, but you still need to ask the right questions."

Simplifying Data Tasks and Improving Accuracy

Darren Gore said Summit Fleet is using AI to streamline data-heavy tasks that would otherwise take hours. "We're washing VINs through recall databases using AI tools. Instead of staff manually checking spreadsheets, we automate the task and build alerts into our systems," he explained.

They also use AI to clean and validate odometer readings. "With multiple data sources, AI helps flag any anomalies automatically, which improves accuracy and saves a lot of back-and-forth."

Asking Questions, Not Writing Reports

For Richard Biffin at Smartrak, the real opportunity is making data accessible to more people. "You don't need to be a data analyst anymore to get value from your data," he said. "We're exploring how generative AI can allow admin staff or operations teams to ask simple questions—like you would in ChatGPT—and get useful insights without needing a custom report."

He described it as a kind of "Siri for dashboards" where users can simply ask, "How's our sustainability tracking?" and receive a detailed response. "It's not just about removing manual tasks," Mr Biffin added. "It's about surfacing questions you hadn't thought to ask before."

Improving Safety and Supporting EV Transition

Geotab's Alkan Ciftci highlighted practical use cases already making an impact in fleets today—especially in driver safety and sustainability. "We're using risk-based models to identify high-risk drivers by analysing acceleration, braking, and cornering patterns," he said. "That data is then used to coach drivers and reduce incident risk."

He also pointed to Geotab's EV Suitability Assessment tool, which analyses how vehicles are being used and provides tailored recommendations for battery-electric or plug-in hybrid replacements.

Data Privacy Is Not Optional

As more organisations explore AI, data governance becomes critical—especially in local government and utilities.

"You need to know where your data is going," said Mr Ciftci. "That's why we keep our AI tools within the platform, so customer data doesn't leave the system."

Mr Biffin noted that major software vendors like Microsoft have introduced controls to keep data safe, even when using large models like Copilot.

Start Small and Keep It Real

The panel emphasised that AI only works when fed quality data—and used in context.

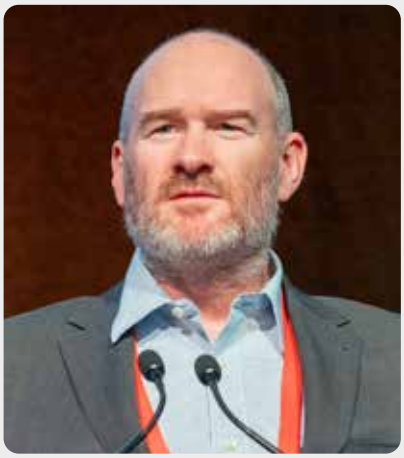
"Large language models are only as good as what you give them," said Mr Hosking. "They're trained to predict responses, not generate original insights. If you give them half the picture, they'll make up the rest."

His practical advice? "Upload your manuals. Honestly, one thing anyone can do right now is upload your fleet manuals, policy docs or supplier guides into a local AI model. Staff can then ask questions and get quick answers without digging through PDFs."

A Tool, Not a Replacement

AI won't fix bad data or broken processes—but it can be a multiplier for well-managed fleets. As Ken Goldberg summarised, "Think of AI as a tool. If you know your data and you know your objectives, it can absolutely help. But you still need to steer the ship."

With tools already embedded in platforms like Geotab, Smartrak and Formbird, AI is less science fiction and more business strategy. For Fleet Managers, the opportunity lies in identifying the high-effort, low-value tasks that can be automated—and then taking the time to explore what's possible. Because when AI is used well, it's not just smarter—it's safer, leaner and more responsive too.



New tech to feature at TMC 25

By Mathew Munro - Chief Executive Officer Australian Trucking Association

With truck technology and regulation changing fast, you need to keep up to date. We've got the solution for you: the ATA's 2025 Technology and Maintenance Conference.

Sponsored by major sponsor the PACCAR and Dealer Industry Fund, TMC 25 will run from 14-15 October at the Melbourne Showgrounds. We've outgrown the Automotive Centre of Excellence in the Melbourne Docklands, our venue for many years.

The 400 delegates at last year's TMC left with a 90 per cent satisfaction rating. 95 per cent said they would recommend attending TMC to an industry colleague because of its unique mix of session content, workshops and networking.

Our delegates told us that their favourite things about the event included—

- listening to industry leaders and gaining insights into industry trends
- the excellent and informative brake and EBS sessions
- the NHVR updates and TMC's signature session, the Technical Q&A, which were seen as vital compliance and operational updates
- networking and reconnecting with people and colleagues they saw at other events throughout the year.

You could get these benefits and more at our 2025 conference, because TMC 25 will feature business sessions about—

- how digital tools are revolutionising truck workshops through telematics and proactive maintenance
- best practice truck and trailer wiring and lighting, with the release of the third edition of our low voltage electric wiring and lamps technical advisory procedure
- the latest on load restraint, with discussions about certified load restraint curtains and the NHVR's review of the load restraint guide.

TMC 25 will also include critical sessions about training, recruiting and then keeping your technical staff. We have a national shortage of diesel mechanics, but only one in two apprentices and trainees ever finish their courses.

TMC is the only industry conference with hands-on technical workshops where you can get up close to the latest truck technology.

Our workshop program for 2025 is expected to cover key truck roadworthiness issues like electronic braking, trailer wiring and connectors, and airbag suspensions.

Meanwhile, our TMC Expo will feature more than 30 leading suppliers, including regular and returning suppliers such as Cummins, Mitsubishi Electric, Distinctive Systems, Alcoa Wheels, Safee and of course major event sponsor PACCAR. This year, we are also featuring new faces such as Alemlube, SAMPA and many more to come.

TMC won't be all business. It's an ideal opportunity to make valuable connections through our networking events: the PACCAR Parts Fun Night and the Castrol Awards Dinner.

The fun night never fails to deliver great food, relaxed company and a few laughs with our host, Trevor Dickson. Last year's fun night featured a slot car track and head-to-head games of Sega Racing. That's Sega's remake of their all-time arcade classic, Daytona USA. What's on for this year? I'm not going to tell you – but expect awesome.

The Castrol Awards Dinner will be held at the iconic San Remo Ballroom in Carlton North and will feature the presentation of the Craig Roseneder Award for Technical and Maintenance Excellence and the Castrol Industry Achievement Award. You can't wear safety boots all the time; the awards dinner is your chance to bring your partner or a friend and kick back 1920s style.

Scan the QR code for more information about TMC 25.

Hyundai **Inster review**

His and Hers Test Drive: The All-New Hyundai Inster

The all-electric Hyundai Inster has landed in Australia with a bold design, a practical interior, and a price tag that makes it a serious contender for novated lease buyers looking for a smart, sustainable city car. We tested the Inster Cross—the extended range variant—and compared it against another novated lease favourite, the Toyota Corolla Cross GXL Hybrid, to see how both stack up on running costs, tax benefits, and real-world usability for family buyers.

His View: Zippy, Spacious, and Full of Personality

The Inster really impressed me. From the boxy design in Amazonas Green to the way it drives, this car stands out from the crowd. It's equipped with an 84.5 kW motor and a 49 kWh battery, which offers up to 360 km (WLTP) of range. That's more than enough for daily commutes, weekend errands and even occasional longer trips with charging stops.

Despite being a small EV, it feels surprisingly large inside. The sliding two-seat rear bench (no third seatbelt) provides generous legroom for two tall teens—and they didn't complain once. Storage is clever, visibility is excellent, and the interior trim in Amazonas Khaki and dark grey adds a touch of sophistication.

> BIG PERSONALITY, SMALL FOOTPRINT – IDEAL FOR FAMILIES

The driving feel is light and responsive. It's not a performance car, but it's certainly engaging. With energy consumption around 14.9 kWh/100km, the Inster is also incredibly efficient.

Her View: Calm, Comfortable, and Cleverly Designed

The Inster is the kind of car that makes everyday driving stress-free. It's smooth, quiet, and incredibly easy to park—perfect for running errands or navigating school zones. It felt like I was driving a much larger car thanks to the elevated seating and spacious cabin layout.

I especially appreciated how calm the Inster felt. No constant beeping or overly sensitive lane assist systems—

Specs Snapshot: Hyundai Inster Cross

Battery:	49 kWh lithium-ion
Range:	Up to 360 km (WLTP)
Motor:	84.5 kW, front-wheel drive
Charging:	DC fast charging capable
Efficiency:	~14.9 kWh/100km
Price:	from $45,000 plus on-road costs

just a simple, intuitive drive. The high-mounted rear door handles are a small but thoughtful touch, making it easier to load shopping or help kids in and out.

While the range isn't as long as a large SUV, for suburban driving it's more than enough. Plus, being fully electric means you're not dealing with petrol price spikes or servicing complexities.

Final Word

The Hyundai Inster Cross punches above its weight in every category: practicality, style, comfort, and—crucially for novated lease buyers—value. It's ideal for city-based professionals or young families wanting a smart EV without compromising interior space or blowing the budget.

And it's not just our guest reviewers that like it. The Hyundai Inster was crowned the 2025 World Electric Vehicle of the Year at the World Car Awards, held during the New York International Auto Show earlier this year.

To learn more about how novated leasing can make EVs like the Inster even more affordable, download the 2025 Novated Leasing Guide.

Novated Lease Comparison: Hyundai Inster vs Toyota Corolla Cross

We requested quotes from Paywise in June 2025 for both the Hyundai Inster Extended Range and the Toyota Corolla Cross GXL 2WD Hybrid. Both vehicles have similar purchase prices. The quotes are based on the following assumptions:

■ Annual salary: $80,000 ■ Annual kilometres: 15,000 ■ Lease term: 48 months

	Hyundai Inster Extended Range	Toyota Corolla Cross GXL 2WD
Variant	AX.V1 MY25 Extended Range 2WD (84.5kW)	MXGH10R GXL Wagon 2WD Hybrid (83 kW)
Reduction in Take-Home Pay	$342 per fortnight	$462 per fortnight
Income Tax Savings Over Lease Term	$16,736	$7,443
GST Savings on Vehicle Purchase	$3,864	$3,657

ATA conference

The images on these pages capture the conversations, connections, and key moments from a pivotal event. With a federal election on the horizon, the transport industry came together to explore how to navigate political, legislative, and operational challenges—and build a safer, fairer, and more sustainable future.

AFMA conference

From award winners to powerful conversations, AfMA 2025 proved we're stronger together. These moments capture the energy, innovation and collaboration that defined this year's event – a celebration of ideas, partnerships, and progress across every corner of the fleet and automotive community.

IPWEA conference

The 2025 IPWEA Fleet Conference brought together over 200 fleet professionals in Brisbane, exploring the theme of Comparison, Creativity and Collaboration. Across three days, case studies and practical sessions delivered real-world insights—captured here in moments that highlight the value of shared experience, new ideas and industry-wide improvement.

Brisbane **truck show**

Technology, sustainability, and safety set the tone at the 2025 Brisbane Truck Show. From electric and hydrogen trucks to AI-powered cameras and connected drivetrains, the industry's future was on display. New models and smarter systems showed how innovation is driving a cleaner, safer and more efficient transport sector.

Innovation in roadside towing

Hino Trucks Key to NRMA's Innovation in Roadside Towing

When it comes to delivering roadside support to 3.3 million Members across NSW and the ACT, NRMA knows it can't afford to compromise on reliability, service quality—or sustainability. That's why the organisation has chosen to partner with Hino Australia for its expanding fleet of tow trucks, including an innovative new hybrid design that aims to tackle a unique set of challenges.

We spoke with Mark Harvey, Senior Manager of Towing, National Supply & Fleet – Roadside Delivery, and Jai O'Keefe, Fleet Manager at the NRMA, to learn why Hino is their go-to truck brand and how the NRMA is balancing its commitment to reducing emissions with the practical needs of a fit-for-purpose roadside fleet.

Why Hino?

The NRMA's relationship with Hino goes back years, built on reliability and service support. The organisation's fleet is largely made up of Hino 500 Series tilt trays, but more recently, they've introduced a new vehicle built on the Hino 300 Series hybrid platform electric—one of the first of its kind in Australia.

Jai O'Keefe says the decision to go with Hino for their latest cradle truck project was based on both previous experience and confidence in the brand.

"The Hino 300 Series hybrid electric met our specs – from safety to emissions, dimensions, GVM and GCM. Plus, we've had strong support from the Hino dealer network, particularly Sydney's City Hino," he said.

The Problem: Towing in Tight Spaces

The new truck wasn't just about getting greener—it was about increasing flexibility and functionality to provide better services to NRMA members.

NRMA's roadside operations are focused on breakdowns, not accidents and their teams often have to extract vehicles from tight underground carparks, narrow lanes, or busy urban areas. Traditionally, that might have involved multiple patrol vans or tilt trays to extract a stuck vehicle, which wasn't ideal for the Member or for productivity.

"The design of this new cradle truck was about improving that Member experience. Can we get into a tight space and get the vehicle out more efficiently, safely, and as efficiently as possible?" said Mark Harvey.

So the brief was simple—but ambitious. They needed a tow truck that could access tight spaces, provide towing for a broad range of vehicles including 4WD, AWD and EV vehicles, and the potential to offer secondary basic roadside services, all while improving the Member experience and advancing the NRMA's sustainability goals.

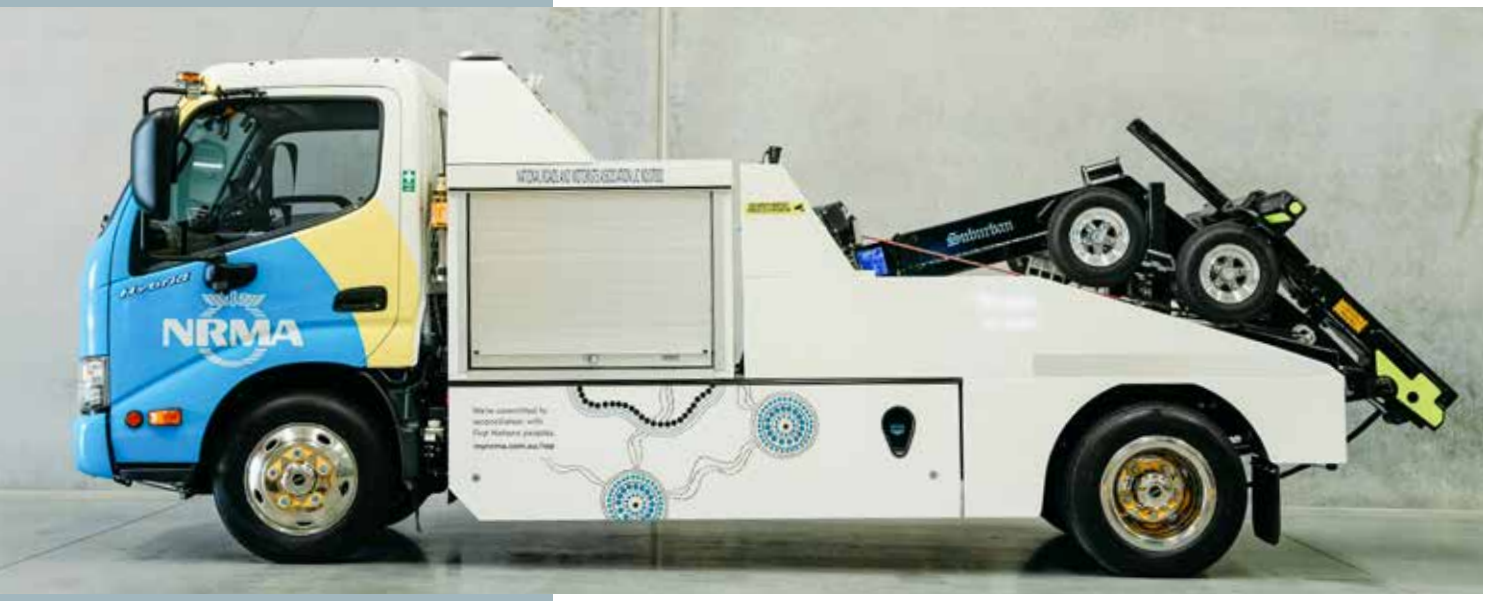
Balancing Sustainability and Functionality

One of the biggest challenges was balancing the NRMA's corporate emissions reduction targets with operational requirements.

The NRMA has a goal to reduce fleet emissions by 30% by 2030 and hit net zero by 2050. That means every new vehicle purchase is assessed through a sustainability lens.

"We're already in a position where if we're replacing a vehicle, it's EV-first. In the case of the heavy vehicle tow trucks, a full EV option didn't have the payload or range to suit. The hybrid was the best option available," said O'Keefe.

While the Hino 300 Series hybrid doesn't deliver the dramatic emissions reductions of a BEV, it's a solid step forward. The NRMA reports a measurable improvement in fuel efficiency compared to its larger diesel tilt trays, even after accounting for the



THE NRMA HAS A GOAL TO REDUCE FLEET EMISSIONS BY 30% BY 2030 AND HIT NET ZERO BY 2050

additional weight of the cradle body. On top of that, the cradle truck can do more with less—reducing emissions through improved vehicle productivity and efficiency.

Designed for Dual Purpose

What sets this truck apart isn't just its hybrid drivetrain. It's the cradle design, modular body, and ability to perform secondary light non-technical tasks—tyre changes, battery swaps, lockouts and fuel top-ups.

NRMA partnered with a body builder to co-design and develop the cradle system and body. One of the standout aspects of the project was the in-house expertise and creativity brought by Moodi El-Ali, NRMA's Optimisation and Relationship Manager, who has years of hands-on experience in towing. Moodi worked closely with Jai and the body builder on various elements of the design which prioritised flexibility, versatility, safety, storage, and ergonomics—down to the placement of dolly wheels, go-jacks, tools and toolboxes as well as the design of a custom motorcycle carrying solution.

The result is a multi-purpose vehicle that can perform a tow or provide a fix, depending on the situation. It boosts first-service resolution resulting in an improved Member experience — particularly in stressful breakdown scenarios.

Safety First

While reducing emissions is a key focus for the NRMA, both Harvey and O'Keefe are adamant that safety came first in the vehicle selection and design process. Hino's inclusion of advanced safety features like autonomous emergency braking, ABS, and passive systems helped tip the scales in its favour.

That approach flows through to training as well. Technically, no additional licence or training is required to operate a cradle truck if you possess a valid tow certificate. Despite this, the NRMA approach was to provide customised training for every licenced tow operator to reflect the unique handling, safety protocols, and versatility of the new vehicles versus their tilt trays.

Smarter, Faster, Better for Everyone

According to Harvey, one of the most impressive results from the new cradle truck design is the improvement in loading and unloading time. On average, it's 10–15% faster than using a tilt tray. That doesn't just save time for drivers—improved vehicle productivity translates into greater fleet efficiencies and reduced emissions.

And it doesn't stop there. The team is already working on phase two, which will see the trucks equipped to perform secondary non-technical tasks (such as tyre changes, battery replacements, lock-outs etc). When tow truck drivers are dispatched to perform a tow, they will have the ability to reassess the Member needs on arrival, and if the vehicle requires some secondary attention (e.g. has a flat tyre), then the tow truck operators will be able to perform these secondary tasks, which in turn mobilises Members sooner, removing the need to have another service attend.

Looking Ahead

The NRMA is realistic about the future. While full electrification of heavy vehicles is the end goal, it's not yet viable for their needs. But hybrid technology, modular thinking and close supplier partnerships are enabling real, measurable progress.

"This project is a step in the right direction. It shows how you can deliver better service for your customers and reduce your environmental footprint at the same time," said Harvey.

With room to grow at their new operational hub, the NRMA is building a fleet that's smarter, safer and more sustainable—one truck at a time.

Contact Simon Walker at NRMA on 0417 259 240 to talk about roadside assistance for your large fleet.

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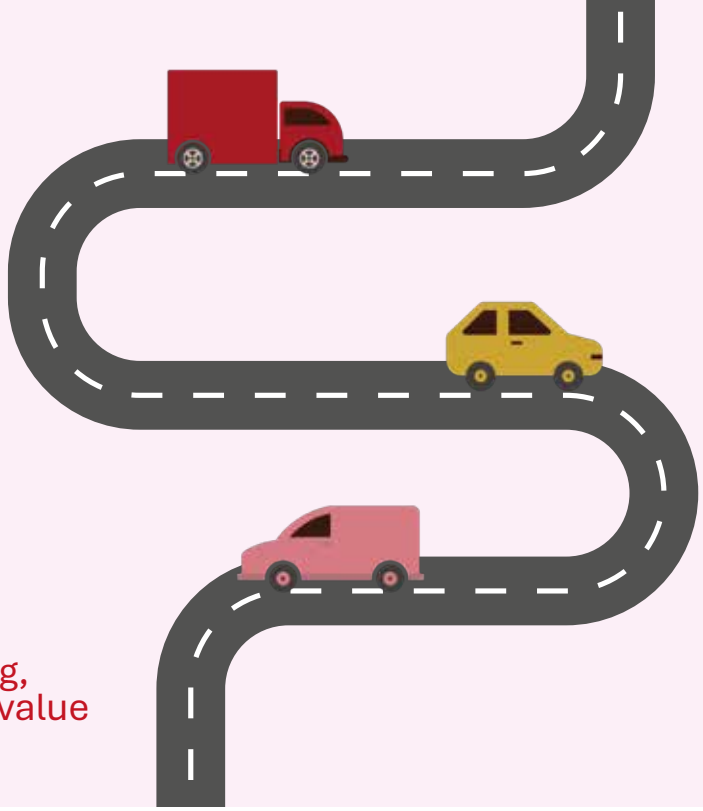

START THINKING DIFFERENTLY ABOUT FLEET

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