

# CONSTRUCTION EQUIPMENT.

## FORD COMMERCIAL SOLUTIONS OFFERS SEAMLESS DATA CONNECTION

Ford continues its relationship with Verizon Connect and adds Geotab and Spireon

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“Business owners and operators want to serve their customers, not spend excessive time managing their fleets,” said Lee Jelenic, CEO, Ford Commercial Solutions. “Our goal is to unlock the data from their vehicles to provide them with more effective ways to manage their fleets and improve operations.

“Our new products are tailored to serve fleets of all types, whether they’re run by law enforcement, composed predominantly of Ford vehicles, or are large multi-make fleets that want more insight from their Ford vehicles.”

The [Data Services](#) product focuses primarily on serving large company fleets, telematics service providers and fleet management companies. Using Ford vehicles’ built-in modem to transfer vehicle data directly from the vehicle to the cloud, there is no need for additional third-party hardware, management or installation downtime that can be required for a third-party plug-in device. The vehicle data is relayed to a fleet’s internal IT system or telematics service provider through an application program interface (API), giving fleet managers direct access to OEM-grade vehicle information.

Utilizing Data Services, fleets can gain access to Ford vehicle information such as GPS location, mileage, fuel use data, vehicle health alerts, driver behavior and more. Because Ford designed the vehicle – including its electrical architecture, data systems and vehicle technology – the company is able to provide the newest updates and vehicle signals as soon as they become available, and deliver insights as quickly as businesses need them.

“Fleets told us they want to be able to choose how to best manage their fleets,” said Jelenic. “Our agreements with different service providers, coupled with the new products we are introducing, allow us to offer this.”

While continuing its existing relationship with Verizon Connect, Ford Commercial Solutions has secured new service agreements with Geotab and Spireon to ensure fleet operators have choice in telematics service providers.

Fleets with Ford vehicles that are not equipped with modems will be able to take advantage of Ford Commercial Solutions products later this year when a Ford-engineered plug-in device will enable fleets to connect Ford vehicles dating back to the 2012 model year.

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