

SKYROCKETING FUEL COST

LIVEVIEW GPS TRACKING CAN HELP!

As the price of fuel keeps skyrocketing and the economy continues to be challenging, reducing your business's fuel costs is critical to improve your bottom line. For some companies, it's a necessity just to stay afloat. Business owners are feeling the pain at the pump more than ever, with the price of gasoline over \$4.00 per gallon in some parts of the country. There appears to be no relief in sight — at least not in the near future. As businesses cut corners to preserve their bottom line and try to avoid raising consumer prices, consider the ways, such as monitoring idle times, optimizing routes, and monitoring speed, a GPS tracking system can save money on fuel costs.



Monitoring Idle Times

With the cost of fuel remaining high, the only way to reduce your overall fuel bill is to reduce your fuel consumption. One way to do this is through monitoring your fleet's idle time, which is where GPS truck tracking comes in. On average, one gallon of fuel is consumed for every one hour of idle time, which adds up over a month or year.

For example, if you have a fleet of five vehicles that are left running idle one hour a day, whether from deliveries, traffic, or simply driver behavior, you'll have a daily idling cost of \$20, monthly idling cost of \$600, and a yearly idling cost of \$7,200 (all assuming a \$4.00 per gallon price of gas). While it may not seem like a lot on a daily basis, when looking at the monthly and yearly costs — clearly it is. There's also the "hidden" expense of excessive idling, such as vehicle wear and tear — and repair and maintenance costs. Monitoring idle times through GPS tracking can help save on these overt fuel costs and covert vehicle maintenance costs.

Improve Customer Service

Fuel expenses can also be reduced by optimizing driver routes. Further, when drivers are aware that the company is utilizing GPS tracking technology, they're much less likely to deviate from their planned route, which means no unauthorized stops at the grocery store — and less company-paid fuel used. Utilize truck tracking to find more direct routes, stop personal use of company vehicles and decrease overall miles driven.

Monitoring Speed

Research has shown that driving at lower speeds saves fuel. In fact, some studies have shown that there can be as much as 14% savings in gasoline consumption, when drivers slow down. Exceeding the speed limit and rapid starts and stops burns more fuel, leading to less company cash flow over time. Implementing a GPS tracking system helps companies monitor driver behavior, including speeding.

Whether you are a small business or a large corporation, GPS tracking can help you save fuel, which is not only good for your bank account, but the environment as well.



29021 Ave Sherman, Ste. 103, Valencia, CA 91355 • Direct: 1.661.294.6805
Toll Free: 1.888.544.0494 • info@liveviewgps.com • www.LiveViewGPS.com

