

Leasing and Rental Companies: Take Control of Your Fleet and Protect Your Assets with Ituran's Solutions



The vehicle leasing and rental markets are booming, driven by increasing consumer preference for access over ownership. In fact, in the upcoming 5 years, these markets are expected to register an annual growth rate (CAGR) of 8% per year (source: Fortune Business Insights). This trend creates exciting opportunities for leasing and rental companies but also presents challenges in managing a growing fleet. These include:



Maintaining vehicles

Ensuring on-time maintenance prevents costly breakdowns and keeps the fleet running smoothly.



Remote monitoring

Tracking vehicle location and status is crucial for rentals and leased vehicles.



Accident response

Timely assistance in case of accidents is essential for customer safety and reducing liability.



Customer experience

Providing renters and leaseholders with tools to manage their vehicles fosters trust and satisfaction.

StarLink Tracker: The Essential Tool for Smarter Car Rental and Leasing

Ituran's cutting-edge StarLink Tracker combines built-in GPS, modems, and sensors to provide powerful 24/7 vehicle tracking and monitoring capabilities. This innovative device enables a suite of solutions tailored for leasing and rental companies to elevate their businesses:

- 1. Predictive Maintenance:** StarLink Tracker analyzes vehicle usage (distance driven and time) and sends automated alerts when routine maintenance is due. Leasing/rental companies can remind customers to bring in their leased cars for scheduled service or perform maintenance when the vehicle returns from its rental. This ensures timely servicing, extends vehicle lifespan, and minimizes unexpected breakdowns.
- 2. Insurance Renewal Reminders:** Keeping your fleet properly insured and avoiding potential issues.
- 3. Enhanced Customer Safety:** In the unfortunate event of an accident, StarLink Tracker triggers immediate alerts, allowing you to dispatch assistance quickly. Provide an invaluable added safety service for customers, and enhance customer trust.
- 4. Remote Engine Disablement:** StarLink Tracker enables remote engine disablement for customers who default on payments or for rentals exceeding authorized areas (like crossing country borders), ensuring vehicle security and responsible use. Mitigate risk by preventing unauthorized use or non-payment situations.
- 5. Enhanced Customer Experience with Ituran's Proprietary Customer App:** Empower your customers with a user-friendly white-label (or Ituran-branded) smartphone app that provides ongoing information and control - real-time vehicle location, trip history, fuel gauge readings, pedestrian navigation to find parked cars, and other helpful data. Plus, users can receive important service reminders and locate nearby charging stations for electric vehicles.
- 6. Real-Time Vehicle Health:** Gain valuable insights into the overall health of your fleet. StarLink Tracker utilizes CAN bus data and integrated sensors to provide*:
 - **Detailed Diagnostics:** Monitor everything from mileage to fuel consumption. Receive real-time alerts for mechanical faults ranging from low oil level, engine overheating, vehicle battery health, etc. before they become major problems, preventing breakdowns and minimizing downtime.
 - **EV Battery Health Reports:** Monitor the health and remaining range of all types of electric vehicles (cars, scooters etc.), ensuring efficient operation and customer satisfaction.
 - **Fuel Level Monitoring:** Know exactly how much fuel is left in a rental vehicle, eliminating the need for physical checks and ensuring customers are accountable for returning vehicles with a full tank.

*In supported vehicles



Ituran's Innovative Fleet Management and Telematics Solutions Revolutionize Car Leasing and Rental Services

By combining real-time tracking, predictive maintenance, and enhanced customer features, Ituran offers a suite of powerful solutions for the car leasing and rental industry. Gain complete control, optimize operations, and deliver superior customer experiences.

[Contact us](#) today to explore how our telematics solutions can drive your business success.