

Ituran MOB

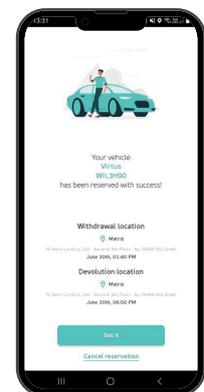
The revolutionary way to optimize your fleet



In urban areas, shared vehicle models are already relatively prevalent. The ability to get around easily and conveniently by picking up a vehicle at a nearby location, driving it for as long as needed, and returning it to a convenient location without the costs of purchasing and maintaining the vehicle, or the hassle of dealing with parking in congested city areas, has been made possible by users being able to use cars or micromobility vehicles as needed and paying only for actual usage. Users are satisfied, their demands are met, and shared fleet owners are able to generate substantial profits.

New challenges in the vehicle fleet industry

While the issue of personal transportation has been settled, the corporate or business fleet industries confront new challenges. Rental businesses, car importers, OEMs, and leasing companies are searching for innovative ways to effectively use their fleets of vehicles and increase earnings in the face of a significant reduction in car rentals. Furthermore, organizations now have underutilized corporate fleets due to current hybrid/work from home tendencies, and they too are searching for more effective ways to utilize their fleet vehicles. These use cases all share one thing in common: underused fleet cars that result in excessive costs.



Ituran MOB – smart urban mobility

Ituran MOB is an all-in-one vehicle sharing or carpooling solution now offered by Ituran that assists car rental firms and corporates with fleets in making better use of their fleets and optimizing operations, all while providing an amazing customer experience to all users. Ituran MOB is a SaaS system for shared or pooled vehicle fleets that combines in-vehicle hardware with modern fleet management technologies to produce a full vehicle sharing system that provides flexibility and efficient management.



Ituran’s MOB solution helps fleet managers/owners smartly and flexibly utilize shared vehicle fleets through efficient matching of underused vehicles with anticipated demand. Firms with vehicle fleets, rental companies, and other similar enterprises can use Ituran MOB to enhance operational efficiency, increase profitability, manage and harness data to gain relevant business insights, manage the vehicles remotely, and provide exceptional customer service.

Ituran MOB solution offers the following advantages:



Optimized processes

such as reservations, locating unused vehicles, pricing, fleet management, and payments with a single, app-based, integrated solution



Detailed, actionable data-based insights and real-time fleet updates

including data such as vehicle events, fuel levels, vehicle sanity, usage data and more



Remote vehicle monitoring and diagnostics

to help maximize vehicle utilization, ensure vehicle integrity and minimize downtimes



Data-powered customer management

Manage your drivers with license verification, driving record, and credit check



White label app

Maintain ongoing communications with customers through a branded app based on Ituran's white label app



Efficient operations

Maximal utilization of underused vehicles



Prevent unauthorized vehicle use

With secure vehicle lock to prevent re-ignition and vehicle door locking management



Deliver excellent customer service

Automated driver ID, easily locatable and well-maintained vehicles, and a simple app-based rental process improve the likelihood that customers will become returning customers

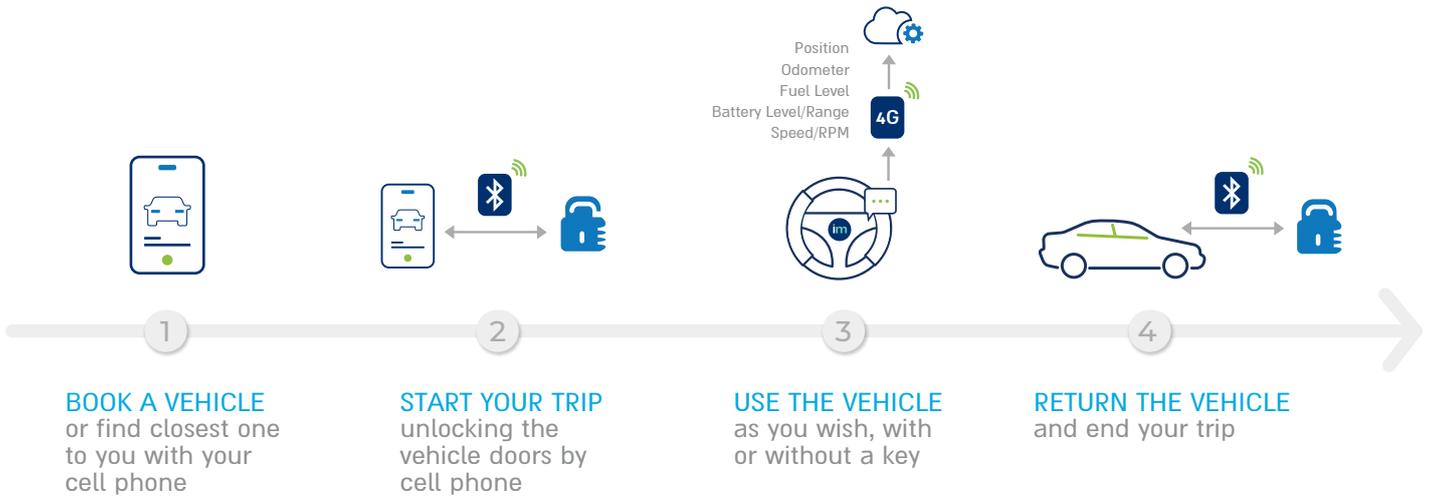


Flexibility

Offer station-based, free-floating, or corporate carsharing, as well as short-term rental services - all on the same management system. Multi-hour, daily, weekly, or monthly rentals enable flexible rental/usage times for users. Scheduled and on-demand services can also be provided

How does it work?

This is what your customer experiences - easy, simple and user friendly!



And this is how the system operates

Rental companies, corporate fleets, and other comparable businesses can utilize the service as a B2B or B2B2C solution.

